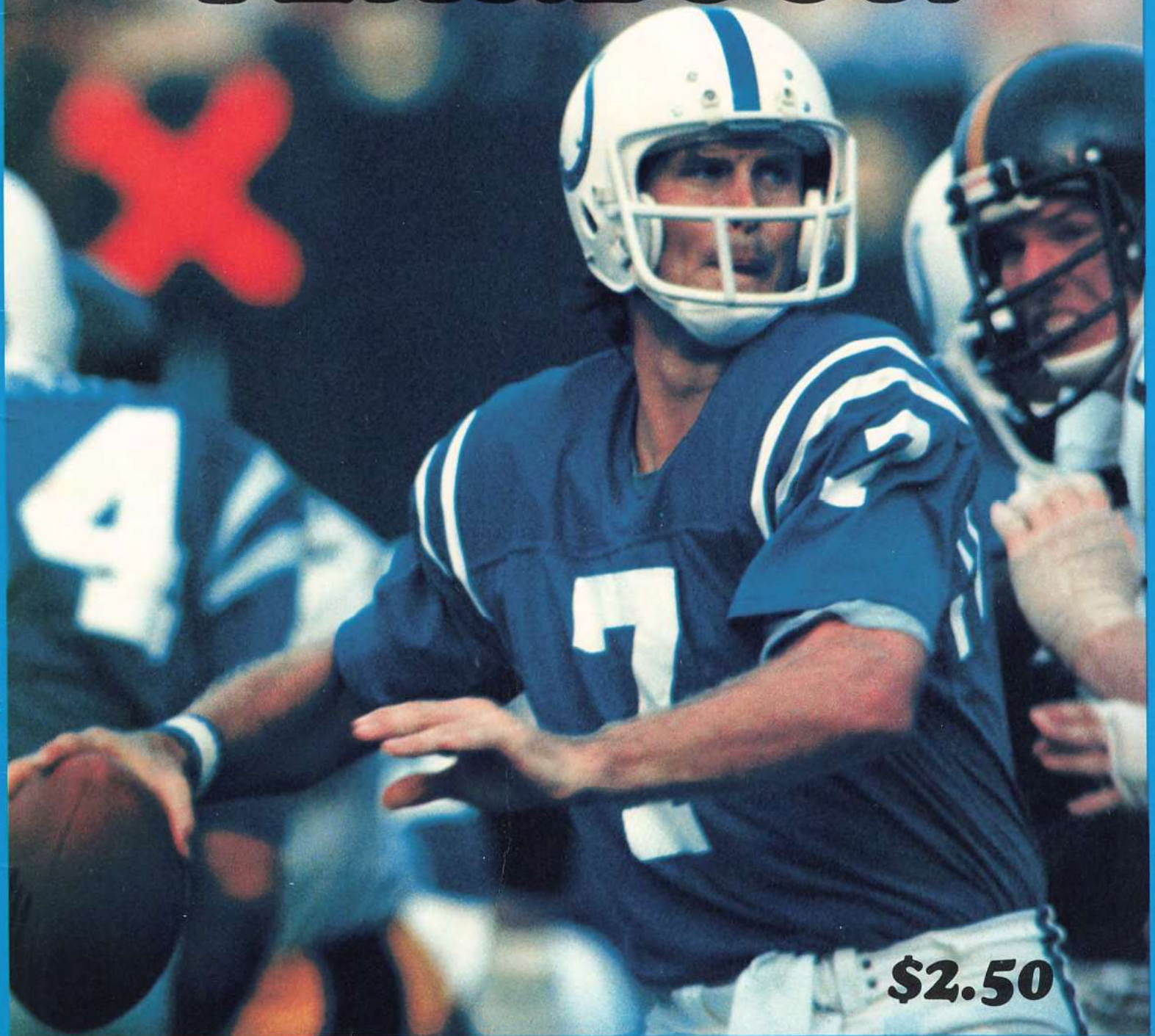
Baltimore

COLTS

1978 OFFICIAL YEARBOOK



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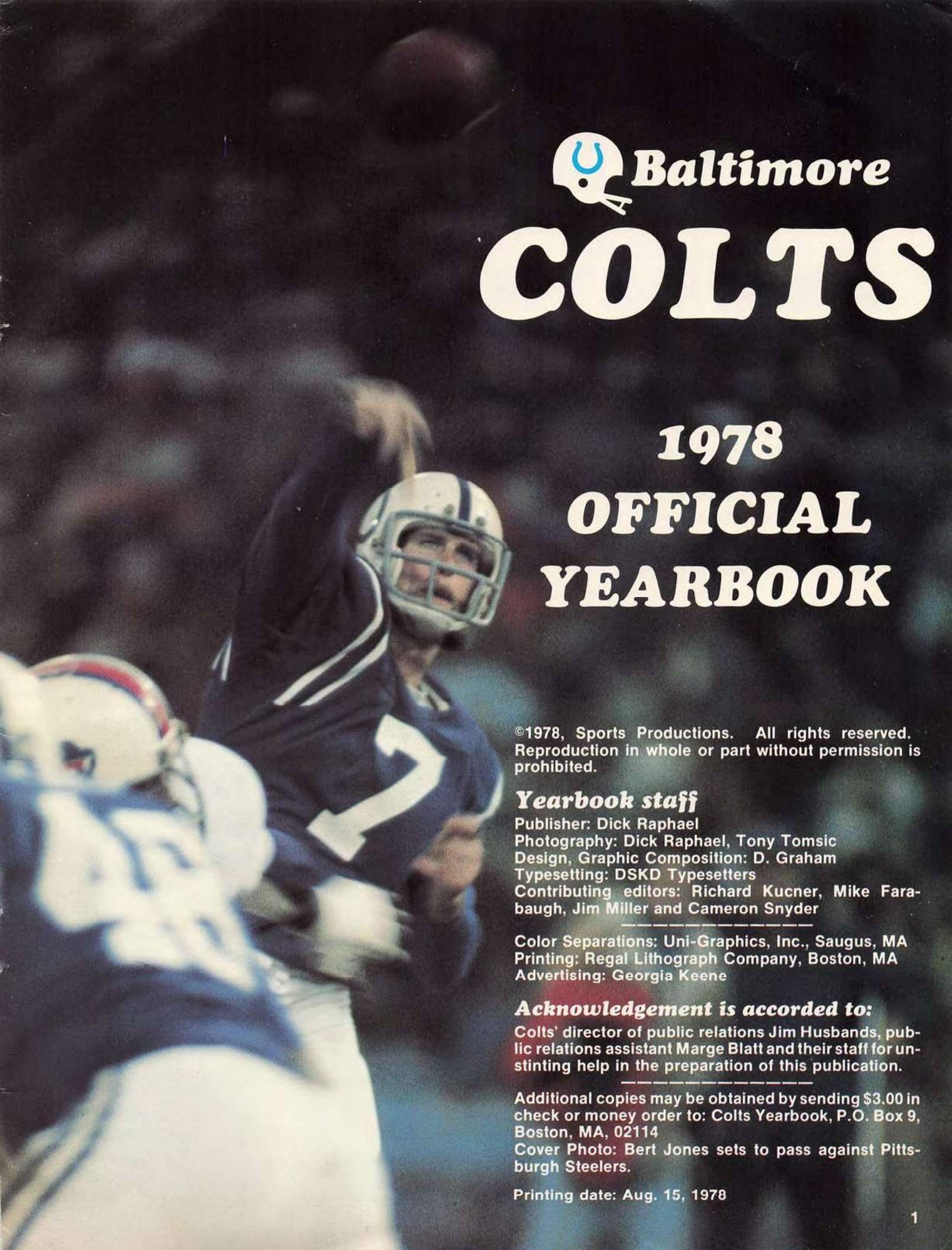

Baltimore COLTS

1978 OFFICIAL YEARBOOK

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Cover Photo: Bert Jones sets to pass against Pittsburgh Steelers.

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4x4x40

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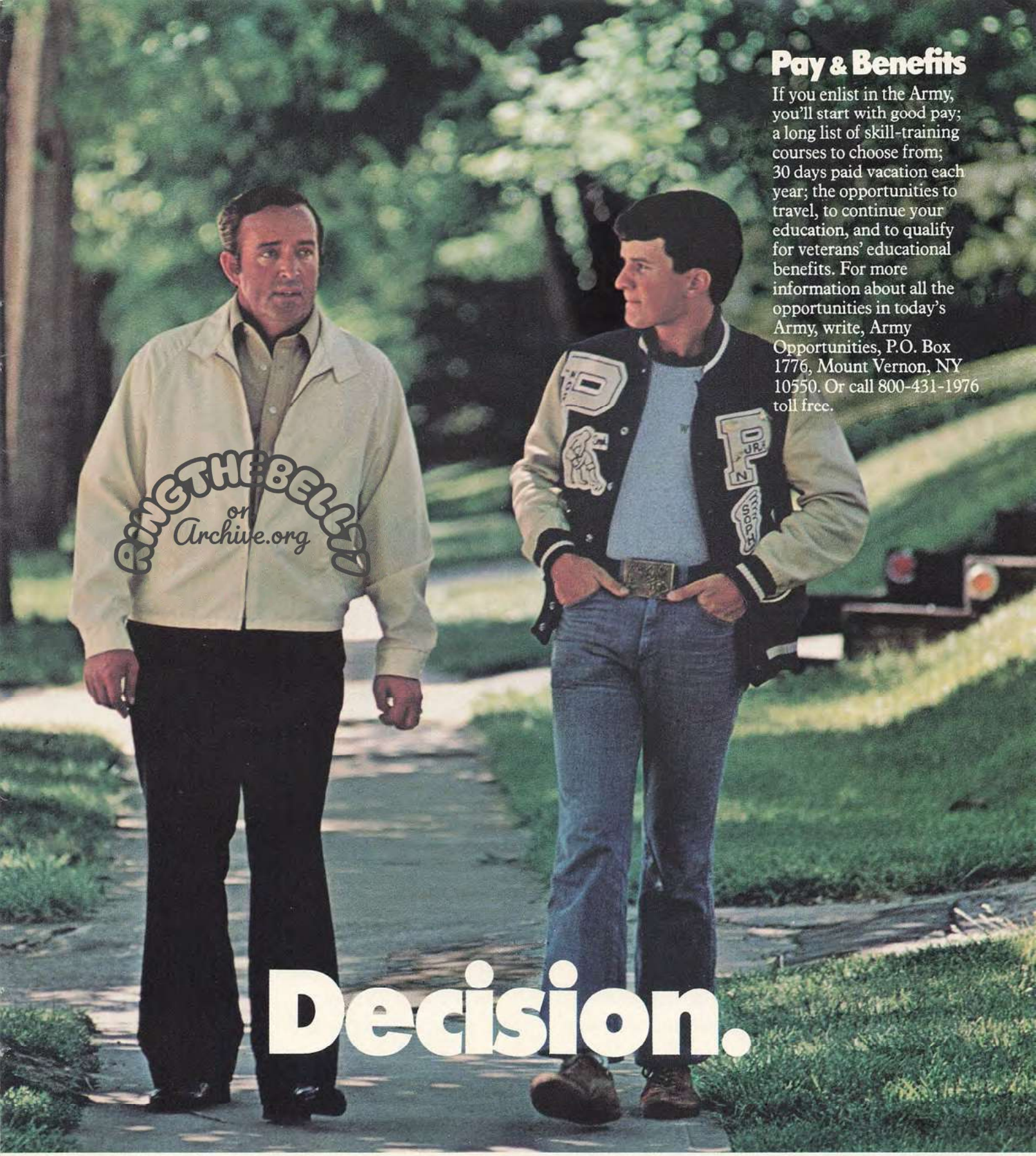

"Part of the decision is seeing how your parents will accept it. I had wanted more of a practical education, to go out and learn what life's about. I wanted to put myself in situations which would demand more of me. I started dropping hints to my Dad about the Army. I think he was against it at first. But when he found out the specific advantage to me—the chance to pursue my language studies—he came around. I had definitely decided where I wanted to go, but someone's approval always helps you open the door."

PVT Victor Griffith, U.S. Army

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Colts Team Directory

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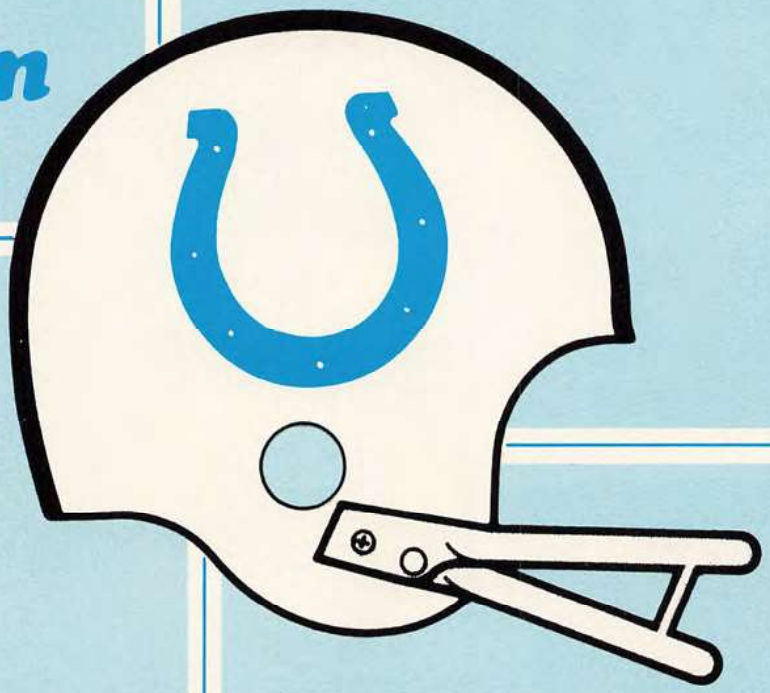
President-Treasurer .... Robert Irsay
Executive VP/GM .... Dick Szymanski
Vice President ..... Harriet Irsay
VP/General Counsel .. Mike Chernoff
VP/Finance ..... Joseph Causin



Administration

General manager .... Dick Szymanski
Asst. general manager Ernie Accorsi
Player personnel .... Fred Schubach
Public relations ..... Jim Husbands
Public relations asst. ... Marge Blatt
Business manager ... Ed Rosenbloom
Promotions ..... Lenny Moore
Special consultant ..... John Unitas
College scout ..... Bob Terpening
Ticket manager ..... Bill Roberts
Asst. ticket manager ... Carol Martin
Trainer emeritus ..... Ed Block
Trainer ..... Mike O'Shea
Asst. trainer ..... Tim Kirschner
Equipment manager ..... Martin Daly
Administrative asst. .... Bob Colbert
Cinematographer ..... Arthur Eich

Coaching staff

Head coach ..... Ted Marchibroda
Linebackers ..... Maxie Baughan
Receivers ..... Dick Bielski
Special teams ..... George Boutselis
Offensive line ..... Whitey Dovell
Defensive secondary . Ralph Hawkins
Defensive line ..... Ed Khayat

tory over the Giants in Yankee Stadium. And yet the number of fans who saw that game in person somehow has grown to three times the 60,000-odd who jammed the House That Ruth Built on that cold, December afternoon.

The early history of the team in the All-American Conference (vintage 1947 through 1949), the

(Continued on page 8)

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first year in the National Football League (1950) and all the years preceding 1958 and succeeding 1959 have been lost in the Colt nostalgia.

But it is changing. Jones to Roger Carr passes, the rush of the new Colt defensive line featuring Barnes, Joe Ehrmann, Fred Cook and John Dutton and the running of Lydell Mitchell are gaining status.

But still, there is the past.

The original Colts came to Baltimore from Miami, where the Seahawks folded in their maiden season when hurricanes washed out the early games.

Cecil Isbell was the first Colt coach, in 1947. He lasted through half of 1949 when Walter Driskill assumed the reins. Driskill was

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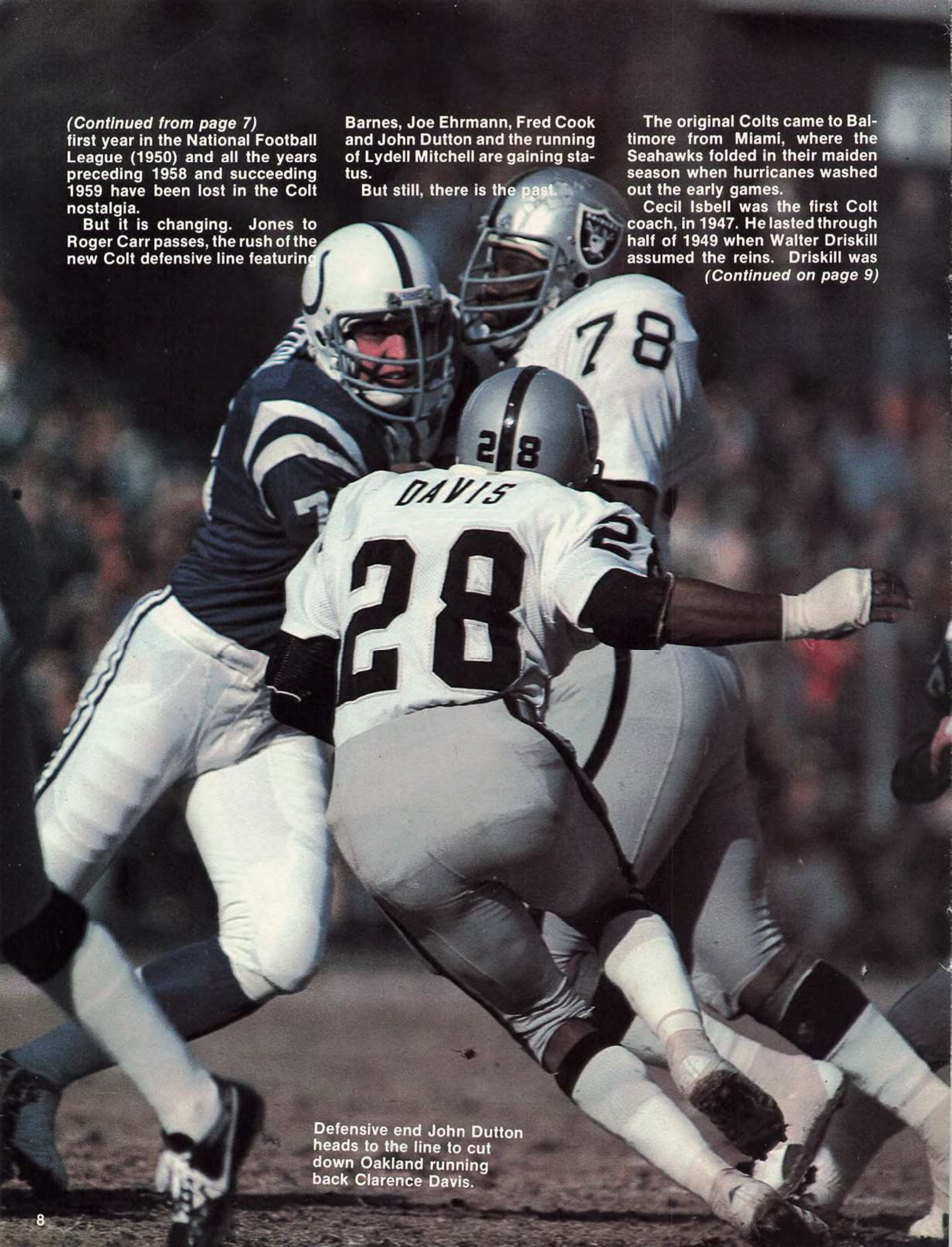

Defensive end John Dutton heads to the line to cut down Oakland running back Clarence Davis.

also general manager and president.

During that painful time, the Colts had as many financial heartbreaks as physical ones. Bob Rodenberg was the first controlling owner. He was followed by Jake Embry, and when the Colts, San Francisco and Cleveland were merged into the NFL in 1950, Abraham Watner became the angel.

Watner was a cemetery, trucking and railroad magnate who gained the attention of George Preston Marshall when he allowed $10,000 to blow out the window and flutter down the street in Baltimore. He recovered only a few hundred from the startled but happy people who collected the manna from heaven.

Watner also wanted the trainers to re-use tape and the equipment manager to give out half sticks of gum to the players. His coach was Clem Crowe, a former Notre Damer.

When the season was over, Watner decided that selling "subterranean bungalows," as he called his burial plots, was a much better investment than a football team.

So the Colts went out of business for two years, but the Colt band, made up of unpaid musicians, continued to operate and play.

They were ready when the opportunity came. In 1952, the New York Yankee football franchise was moved to Dallas, where it lived for a short time, finishing out that season as a road team being paid for by the league.

To get the Texan franchise, Baltimore had to purchase 15,000 season tickets in 50 days. The fans came through, and the Colts were in business, but without an owner or a coach.

Bert Bell, then commissioner of the league, persuaded Carroll Rosenbloom, a Baltimorean who played for Bell when both were at the University of Pennsylvania, to become the managing partner. Bell also got Rosenbloom to hire Don Kellett as general manager.

Keith Molesworth became the first coach of the born-again Colts in 1953. Weeb Ewbank was hired for the job in 1954 and commented that it would take five years to have a championship club. After the sudden-death victory that made the Colts world champions, Ewbank said, "It took five years and half of a period to get a championship."

From the Dallas Texans, the Colts inherited Marchetti, Donovan and Joe Campanella, later a Colt general manager. It was a 3-9 start in 1953, followed by a 3-9 mark in 1954. But a few additions were strengthening the club.

In 1955, the Colts got a transfusion from the draft. They chose quarterback George Shaw on the bonus round and fullback Alan Ameche as their first-round pick. Halfback L.G. Dupre, center Dick Szymanski (now Colt GM), tackle Jack Patera and tackle George Preas also came out of that draft, and from the 1954 draft as a future came end Raymond Berry.

By the end of the 1955 season, the Colts were being considered minor threats. They were 5-6-1 for the season. In 1956, the Colts drafted a breakaway runner, Lenny Moore, and also picked up — for an 80-cent phone call — a sandlot quarterback from Pittsburgh by the name of John Unitas.

Unitas took over for Shaw in the sixth game of the 1956 season. His start was inauspicious — his first NFL pass was intercepted by J.C. Caroline of the Chicago Bears for a touchdown.

With Shaw on the sideline for the year with an injury, Unitas was the man on the spot — along with Ewbank the coach. A desperation pass from Unitas to end Jim Mutscheller in what was called the Snow Bowl game, the final game of the season against the hated Washington Redskins, saved Ewbanks' job.

Ewbank predicted after the Chicago game that Unitas would be the quarterback of the future. He was.

In 1957, the Colts finished their touching up, drafting Jim Parker for offensive end. This collection of draftees, trades and free agents made a run for all the money in 1957 but missed out when San Francisco's Hugh McElhenny pushed defender Milt Davis in the end zone and then caught the winning touchdown in a 17-13 decision.

It was a confident team that started the 1958 season, a team seasoned by adversity, a team with talent as yet unexposed. It would all come together.

Yet the Colts had to survive another traumatic experience when Unitas was sidelined with fractured ribs and a punctured lung in a 56-0 laugher over Green Bay. The Colts lost to the Giants the following week when Lenny Lyles dropped a perfect touchdown pass from Shaw. The next week, they shut out the Bears. Then Unitas returned against the Rams, with an aluminum corset protecting his rib cage. His first pass went for a touchdown.

The following week, the Colts played the San Francisco 49ers and clinched the Western Division title with a remarkable comeback in the most thrilling game of the year — including the sudden-death victory. Down, 27-7, at halftime, the Colts scored four touchdowns while holding the 49ers scoreless to post a 35-27 victory.

The last two games were on the West Coast. With the conference title already secured, rigid training rules were relaxed for the 10-day coast vacation. The Colts lost both games.

This relaxation by the players had more to do with the championship game's early buildup than with the opposition.

In "the greatest game ever played," the Colts should have been far ahead early in the third quarter, but they weren't. Then they had to march 84 yards to set up the tying field goal in the final minute. Steve Myhra's placement came with nine seconds left in regulation. After holding the Giants on the first series in overtime, the Colts went 80 yards in 13 plays for the winning touchdown, with Ameche going the last two yards.

In 1956, the Colts had to win the final two West Coast games to

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clinch the division title. They did, including a win over the 49ers, a team they had never beaten in San Francisco. The Giants were much easier to beat in the second championship game. The Colts won, 31-16, before 57,545 at Memorial Stadium.

Things started to go sour in 1960. After getting away to a fast start and leading by two games with four to play, the Colts wilted and lost all four. The main reason was an injury to Berry.

In 1961, the Colts had another off year. Age was catching up at spots, and the Colts finished third in the West. In 1962, the axe parted Ewbank from the Colts, who finished 7-7.

Gone from that team were Donovan and Mutscheller and as Berry predicted at the announced retirement of Mutscheller, "We are going to miss him more than

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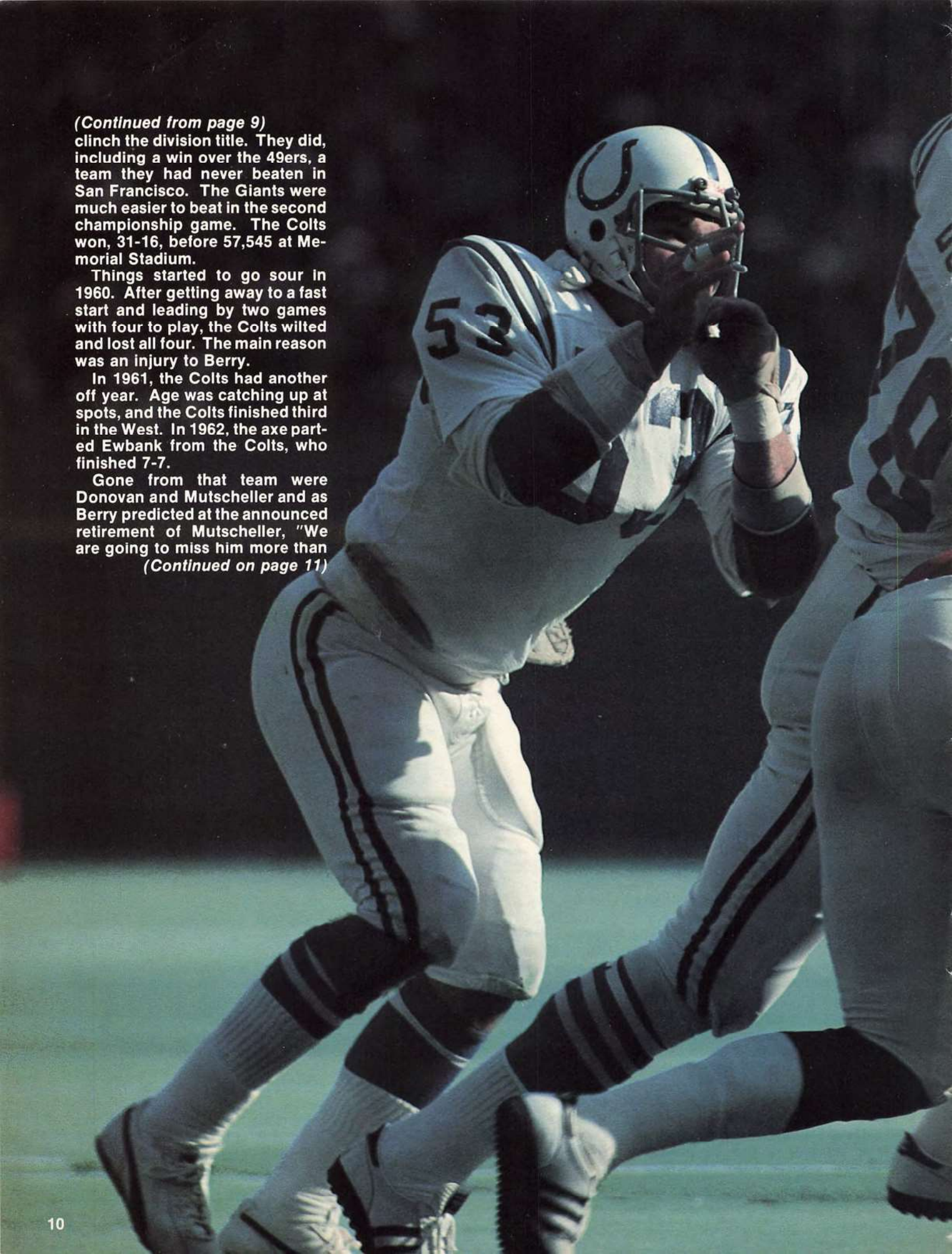

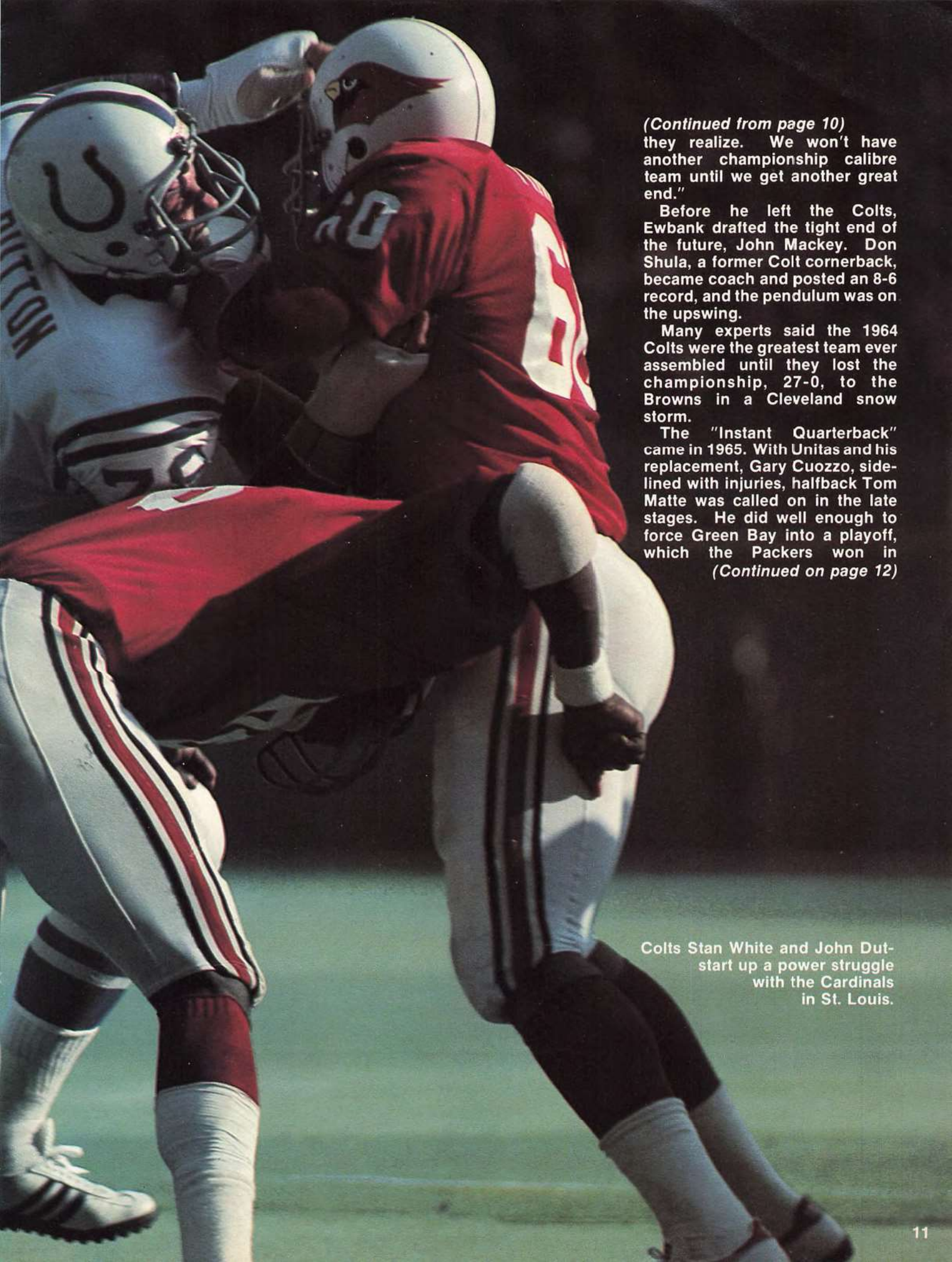

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they realize. We won't have another championship calibre team until we get another great end."

Before he left the Colts, Ewbank drafted the tight end of the future, John Mackey. Don Shula, a former Colt cornerback, became coach and posted an 8-6 record, and the pendulum was on the upswing.

Many experts said the 1964 Colts were the greatest team ever assembled until they lost the championship, 27-0, to the Browns in a Cleveland snow storm.

The "Instant Quarterback" came in 1965. With Unitas and his replacement, Gary Cuozzo, sidelined with injuries, halfback Tom Matte was called on in the late stages. He did well enough to force Green Bay into a playoff, which the Packers won in

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Colts Stan White and John Dut- start up a power struggle with the Cardinals in St. Louis.

(Continued from page 11)
overtime. The game ended in controversy. Don Chandler's field goal which tied the game for Green Bay was called good by the referee, but most of the Colts and the public thought it was wide. The next season the league increased the height of the goal posts to prevent another such outcry.

In 1967, the Colts were 11-0-2 going into the final game of the season, but they failed to make the playoffs when Los Angeles beat them, giving the Rams the same record as the Colts and therefore making the Rams the conference champs.

But 1968 found the Colts, with Earl Morrall replacing sore-elbowed Unitas at quarterback, waltzing to the National Conference title.

Then came the Super Bowl game with the New York Jets, who were rated as high as 10-1 underdogs. In the most

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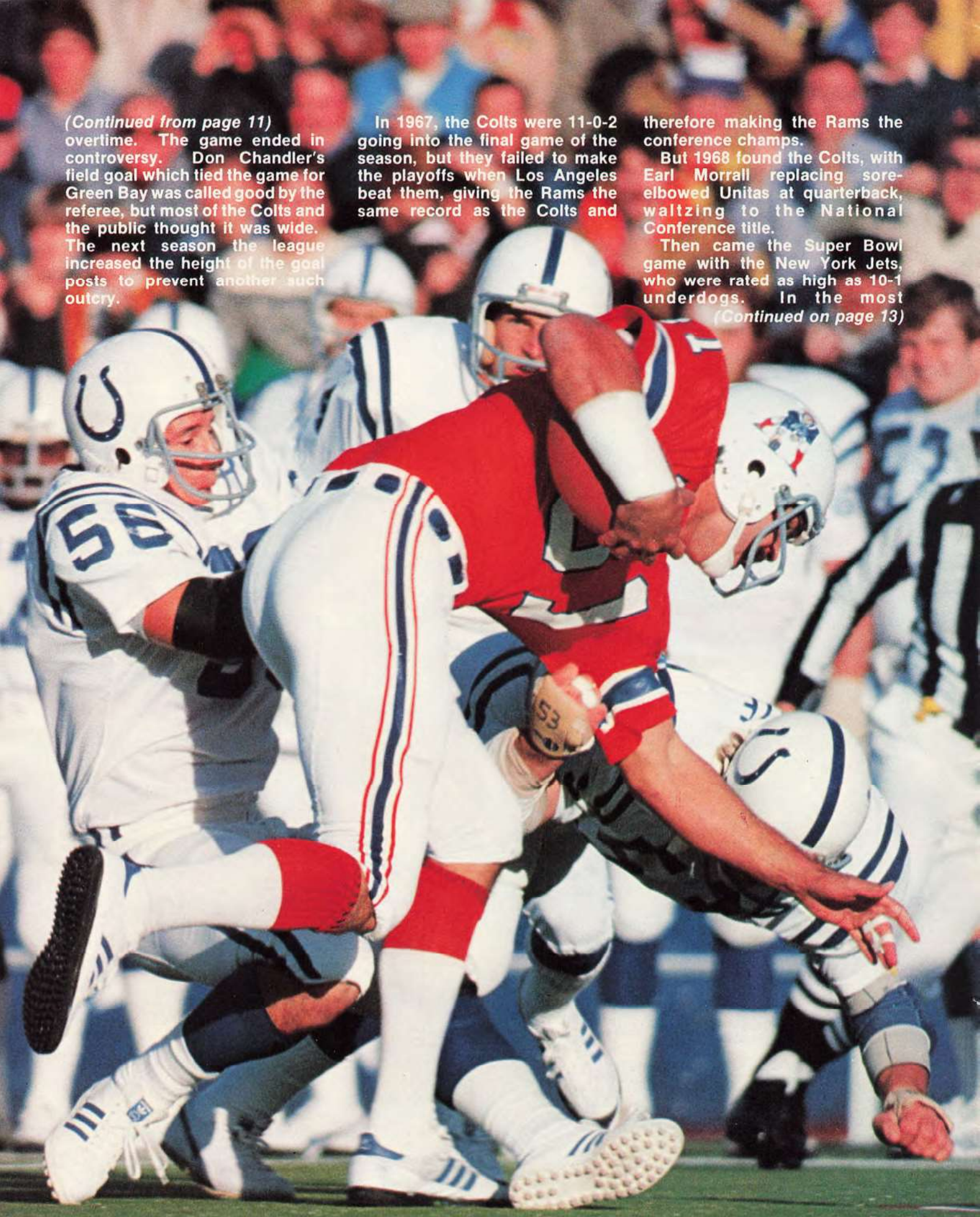

Linebacker Ed Simonini takes a hand in pulling down Patriots' Russ Francis.

(Continued from page 12)

surprising upset of the NFL, the Jets defeated the Colts, 16-7.

That marked the end of a love affair between the fans and Rosenbloom. The following year, 1969, was a disaster and at the end of the season, Shula elected to go to Miami. Don McCafferty, Shula's aide, was named head coach and made the Colts champions not only in the conference but also in the Super Bowl against the Dallas Cowboys.

The Colts lost in the conference title game to Miami the following year as Rosenbloom threatened to move the club to Tampa, Fla. His bid was denied by commissioner Pete Rozelle. In a surprising move, Rosenbloom swapped the Colts for the Los Angeles Rams with Robert Irsay, an air-conditioning millionaire.

Joe Thomas, a one-time Colt assistant coach who engineered the trade of franchises, became general manager. The Colts floundered early in 1972 and McCafferty was fired after five games. John Sandusky, an assistant, took over as interim coach. Thomas also benched Unitas, Matte and other veteran players and got rid of most of them before the 1973 season.

Howard Schnellenberger, off the Miami staff, was named coach. The Colts got Jones in the draft through a clever move by Thomas, but the rookie quarterback saw little action with Marty Domres doing most of the signal calling in a 4-10 season.

Schnellenberger had a run-in with Irsay after the third game of the 1974 season and was fired, and Thomas became head coach and general manager. Thomas' touch, which brought in so much good talent, did not work as a coach, and the Colts finished the season with a 2-12 record.

Thomas, assuring everybody that the Colts had talent, signed Ted Marchibroda, a nine-year veteran coach with the Los Angeles Rams and Washington Redskins, to bring order and victory out of chaos and defeat.

Marchibroda installed Jones at quarterback, but the Colts still lost four of their first five games. Then came a turnabout. The kids had lived through adversity and were on their way. They won nine straight, the Eastern Division title of the American Conference and a place in the playoffs. The game that got the Colts over the hump was a wild, 42-35 victory over the Bills in Buffalo.

There is one flaw in the Colts. Jones takes too many risks. They have not caught up with him yet, but his constant agitation of defensive linemen almost makes it a certainty that they will get to him.

The future seemed bright, but during the 1976 training camp, Marchibroda balked at the on-field interference of Thomas. In a summit meeting with Thomas and Irsay in a Milwaukee yacht club, Marchibroda resigned.

The players, with Jones as spokesman, turned on management, and Marchibroda's aides refused to go along with Thomas. That left only one avenue for Irsay to take. He named Marchibroda as coach, breaking, for the first time, Thomas' complete hold on the team.

It was the beginning of the end for Thomas in Baltimore, and the beginning of another winning season and a playoff berth for the Colts. After the season, Irsay fired Thomas and named Szymanski, one of the stars of the 1958 and 1959 Colt teams, as general manager. The team, despite contract troubles in 1977, won the division and showed signs of improvement by taking the Oakland Raiders into overtime before losing in the playoffs.

The material is there this year for an excellent Colt season but breaks are needed. Jones has the strongest arm in the game and has the seasoning. The Colt defensive line is strong and swift.

However, Lydell Mitchell's holdout could hurt Baltimore's chances. He is the first and only Colt running back to gain 1000 yards rushing and he has done that the past three seasons.

If Jones and company can make it to the Super Bowl, the prospects for several more good seasons is excellent. Jones is 27, the prime of life for quarterbacks, and can be counted on for at least seven more productive years. His receivers also are young and swift and he has an underrated but fine offensive line to work behind. No. 1 draft choice Reese McCall must make rapid advancement at tight end for the Colts to have a balanced attack. Marchibroda believes McCall can do that.

There is one flaw in the Colts. Jones takes too many risks. They have not caught up with him yet, but his constant agitation of defensive linemen almost makes it a certainty that they will get to him.

The present Colts are a young veteran team, but it does not take long for a club to become an old veteran team, despite judicious drafting.

In three years, the Colts will need line-up replacements. If they have them available on the reserve squad and if Jones stays healthy, the team should remain a contender. Otherwise, it will be back to rebuilding and losing seasons.

Meanwhile, a Super Bowl title could become a memento to a new nostalgic gang, especially if the Super Bowl is won in sudden death. And before long the talk could be of Bert Jones as the one and only Colt quarterback and the 1978 club as the one and only Colt team.

And the circle will again go around and around.

MARCHIBRODA: Tough, terrific

By RICHARD KUCNER
Baltimore News-American

Nobody remembers the first time Ted Marchibroda complained "I'm tired of having to draw to an inside straight," but it was a long time ago.

And if he was tired then, he must be positively bone-weary by now.

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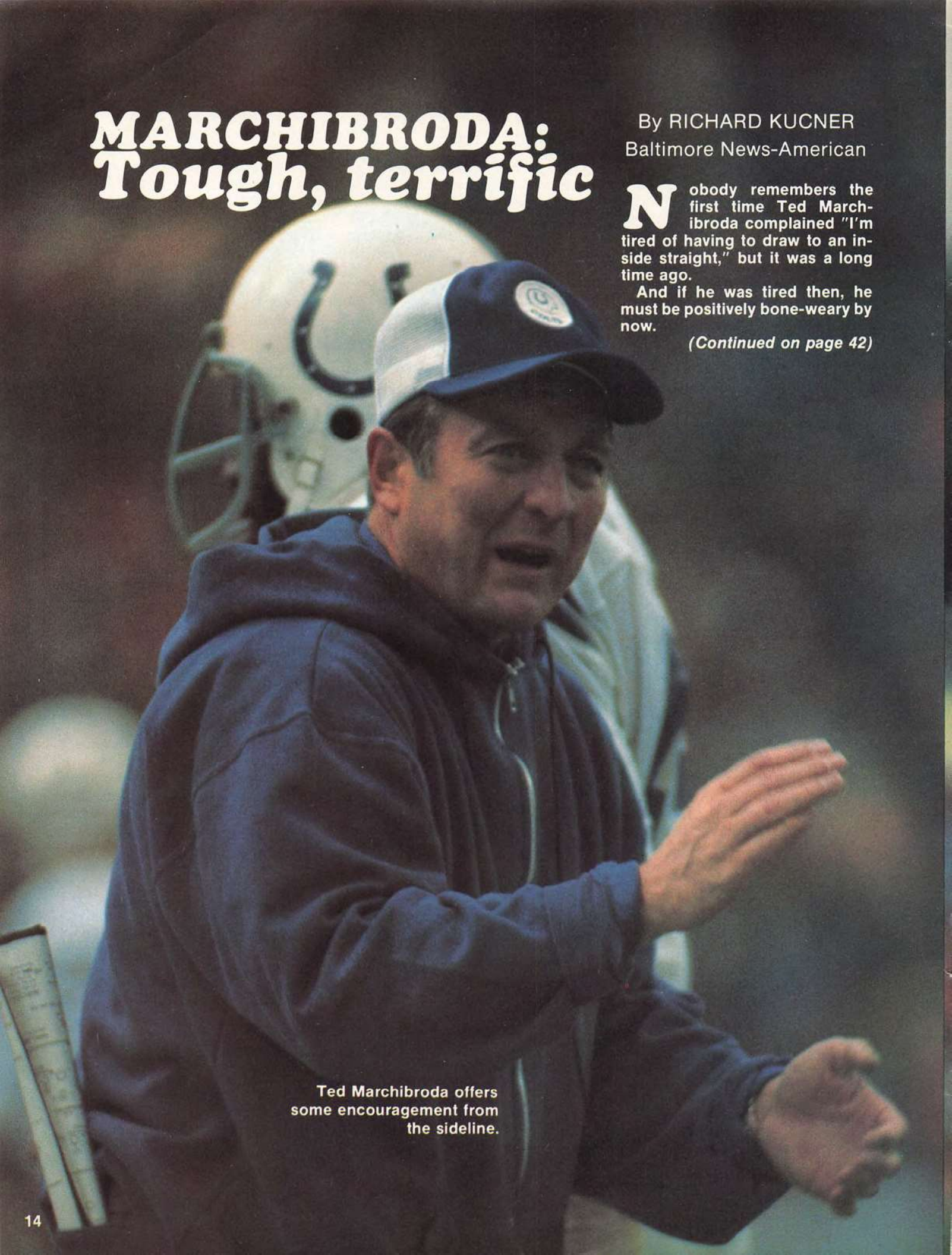

Ted Marchibroda offers some encouragement from the sideline.

How to follow the Colts when they're home.

Always take your radio to the game. Because to really see the game you have to hear it. From pre-game to locker room, nobody covers the Colts better than 68 WCBM.

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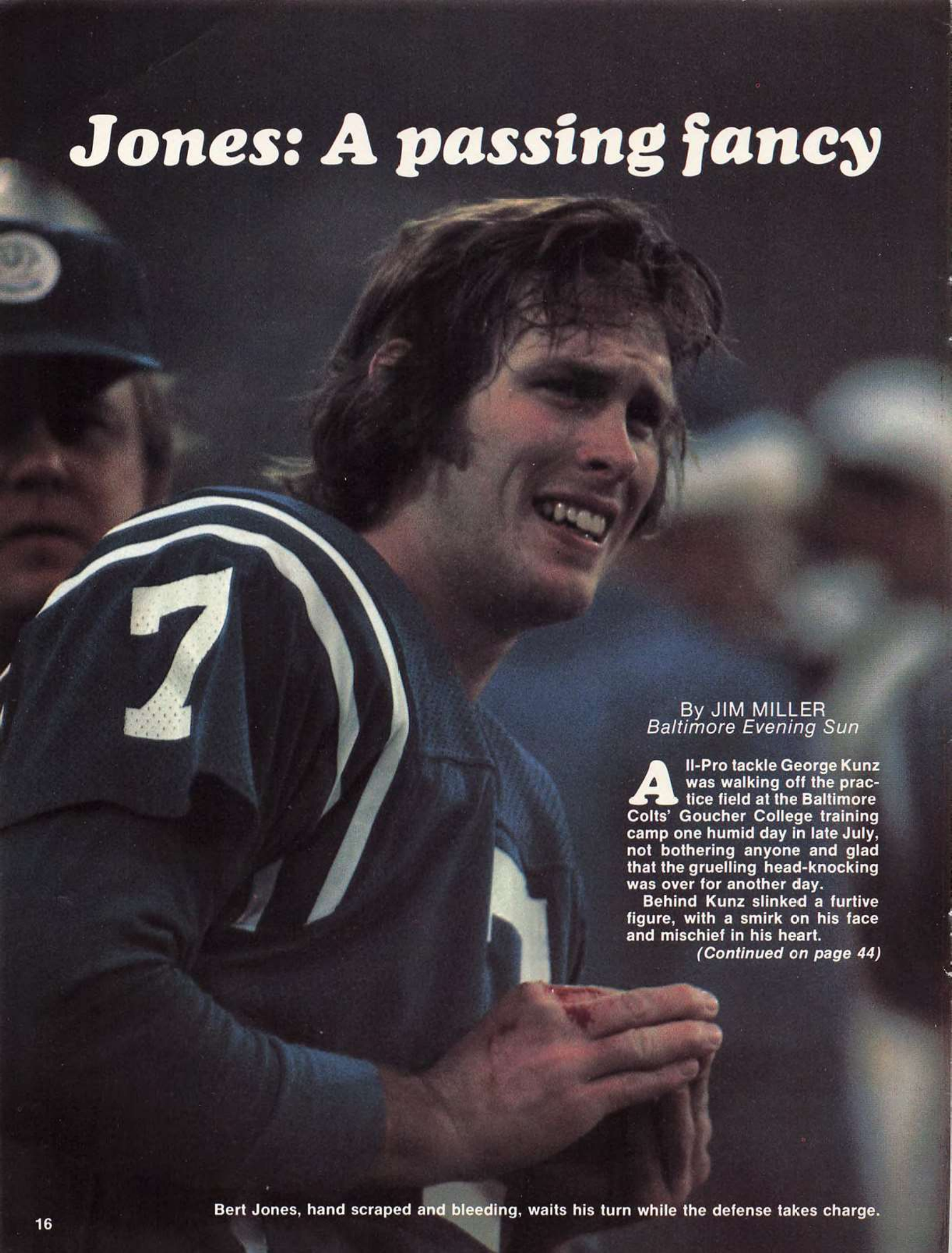
Jones: A passing fancy



By JIM MILLER
Baltimore Evening Sun

All-Pro tackle George Kunz was walking off the practice field at the Baltimore Colts' Goucher College training camp one humid day in late July, not bothering anyone and glad that the gruelling head-knocking was over for another day.

Behind Kunz slinked a furtive figure, with a smirk on his face and mischief in his heart.

(Continued on page 44)

Bert Jones, hand scraped and bleeding, waits his turn while the defense takes charge.

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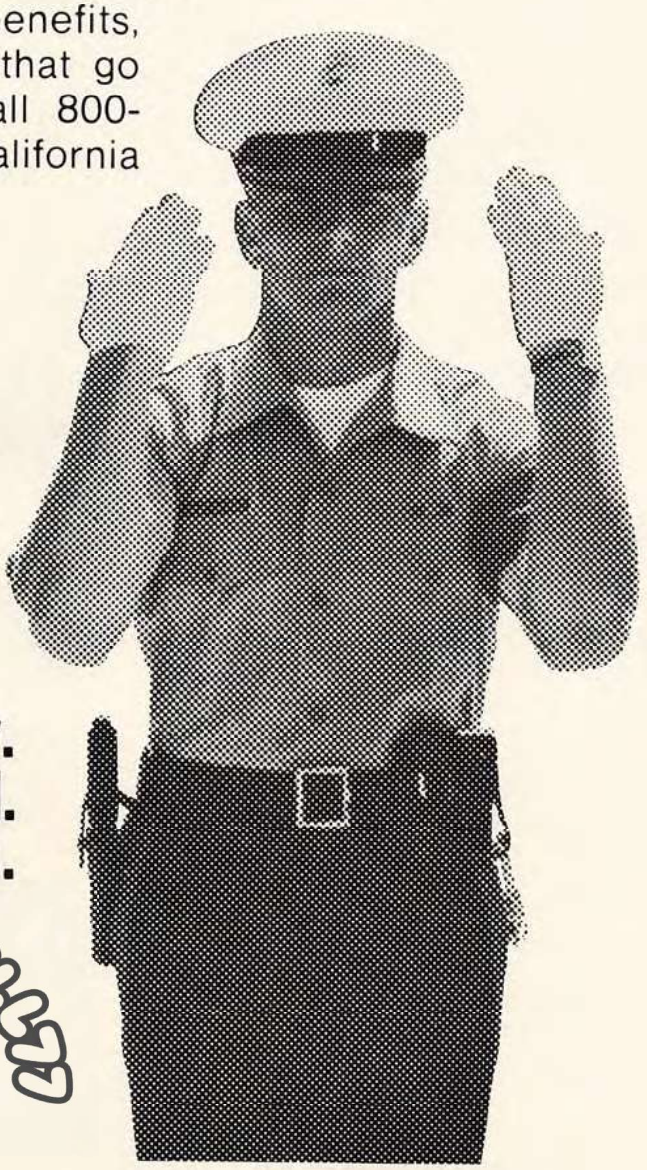

The Few.
The Proud.
The Marines.

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⑯ Standard warning chimes (instead of buzzer).
⑰ Standard inside hood release.
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⑳ Standard louvers (rear quarter windows).
㉑ Standard side-striping.
㉒ Standard locking gas cap.

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Toni Linhart

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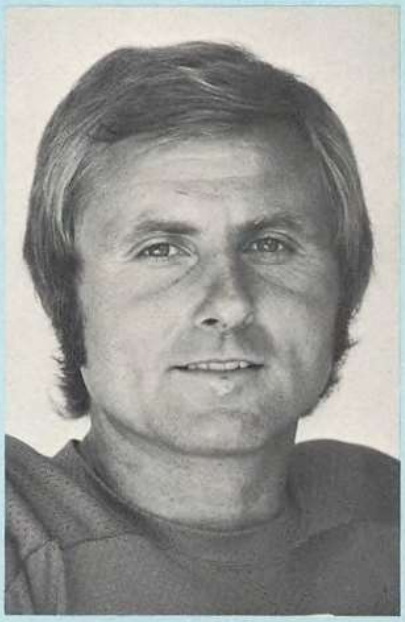

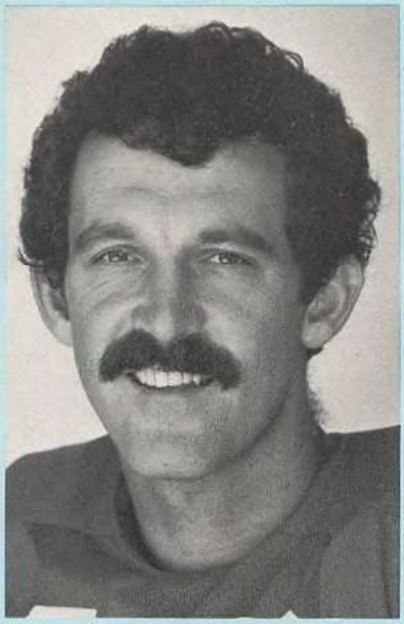

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Bill Troup

QB _____ 6-5/216

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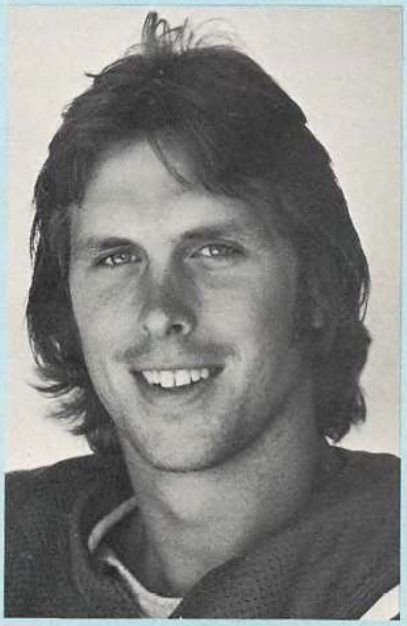
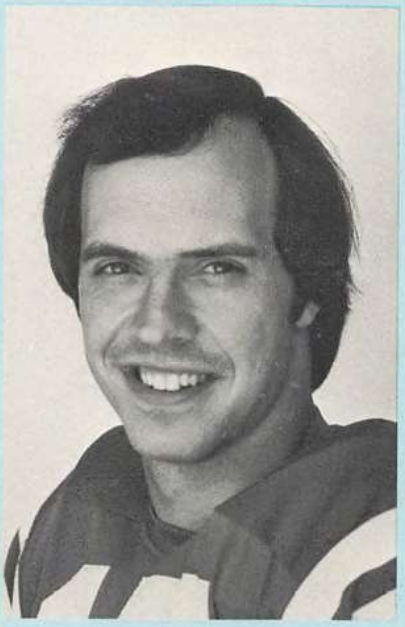
Bert Jones

QB _____ 6-4/208





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Mike Kirkland

QB _____ 6-1/184

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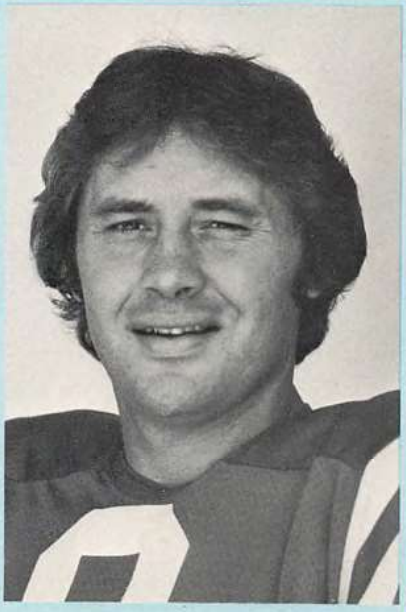
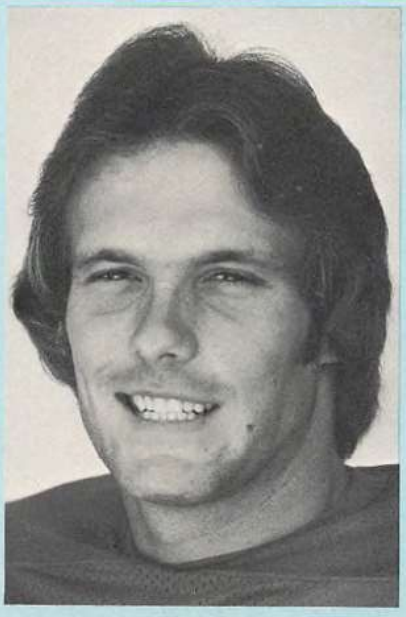
Steve Broussard

P _____ 6-0/198

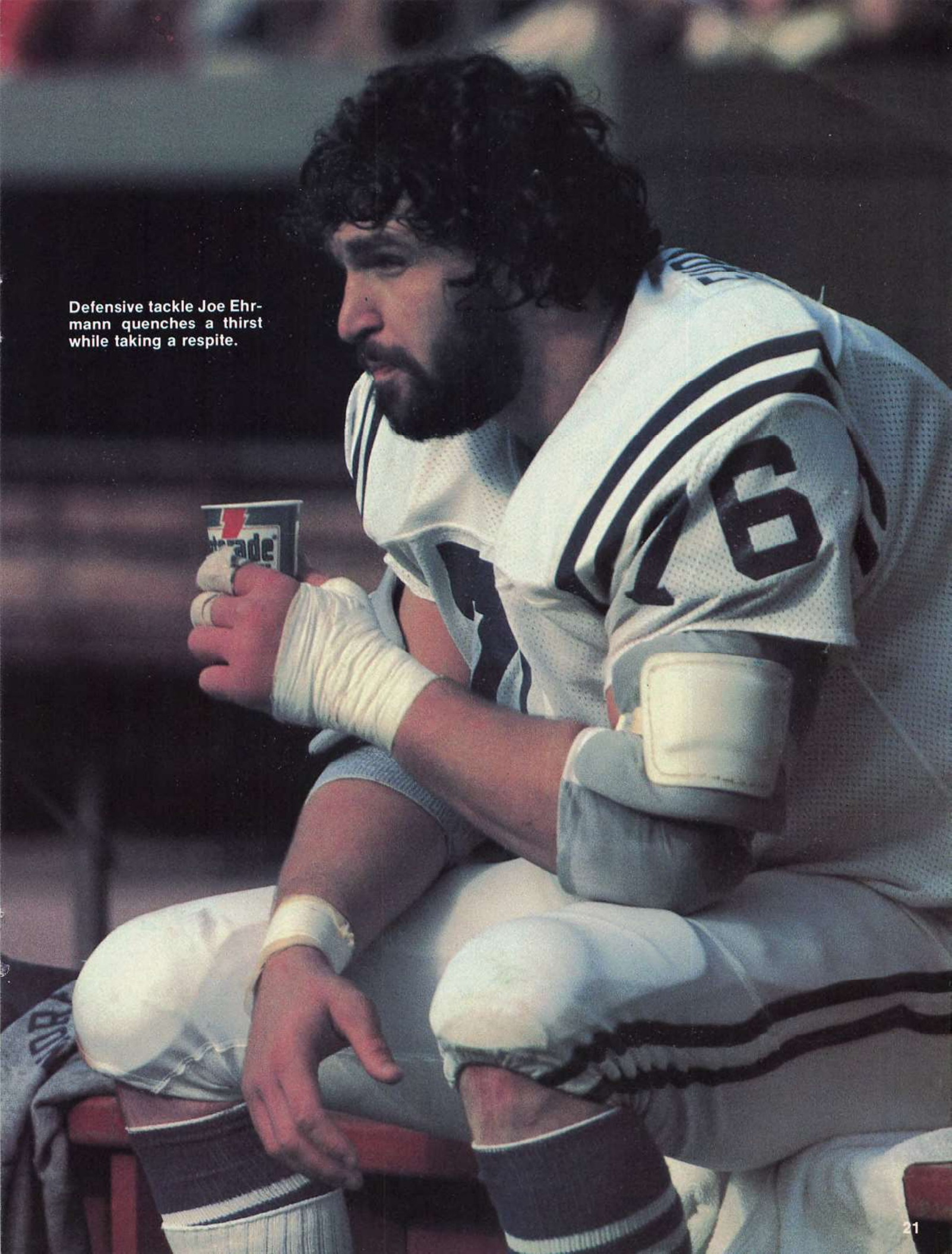




20

John Henderson

DB _____ 5-11/188



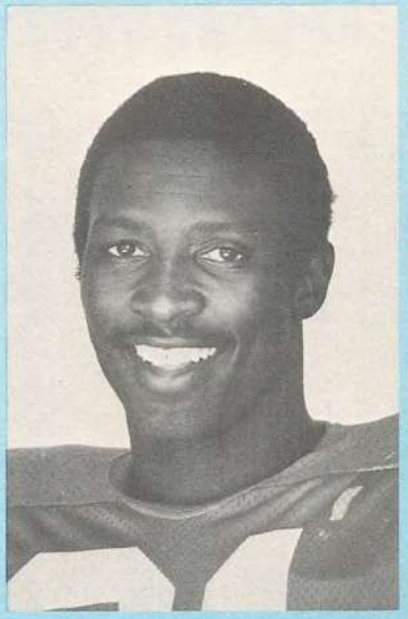
Defensive tackle Joe Ehrmann quenches a thirst while taking a respite.

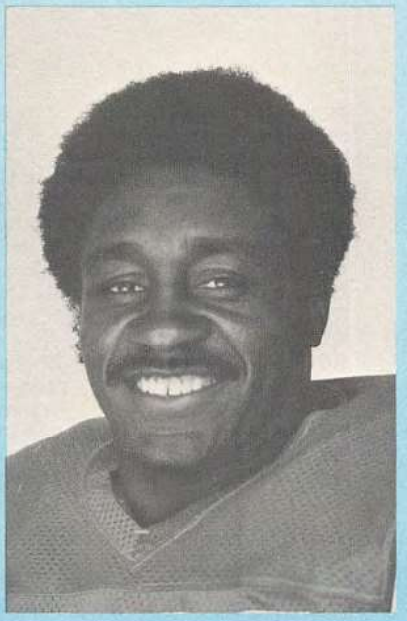
George Kunz moves in from his tackle position in a game last year with the Oakland Raiders.

21

Frank Dark

DB _____ 5-11/167





27

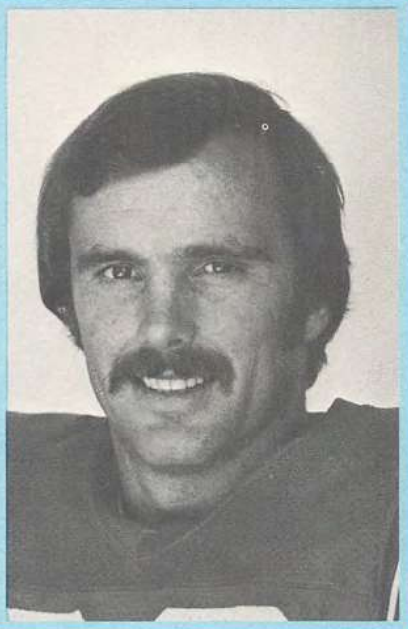
Howard Stevens

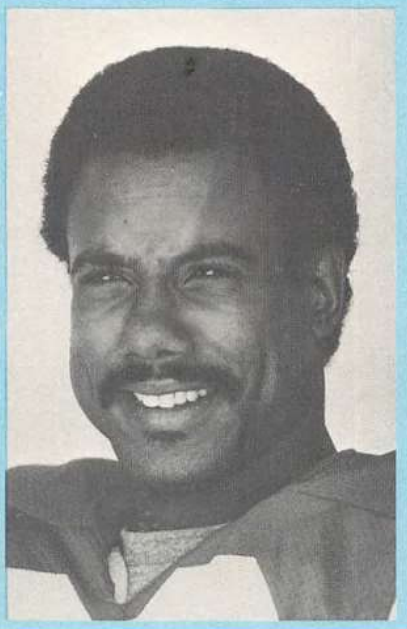
KR-RB _____ 5-5/166

22

Don McCauley

RB _____ 6-1/206





30

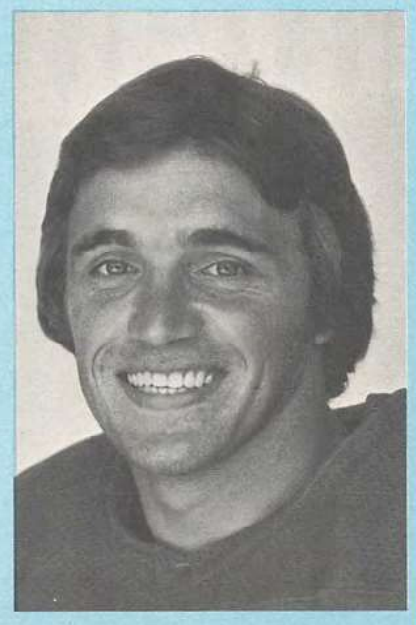
Doug Nettles

CB _____ 6-0/186

25

Ray Oldham

DB _____ 6-0/191



31

Nelson Munsey

CB _____ 6-1/193

Baltimore Col

No.	Name	Pos.	Ht.	Wt.	College
2	Toni Linhart	K	5-11	183	Austria Tech
7	Bert Jones	QB	6-4	208	Louisiana State
8	Steve Broussard	P	6-0	198	So. Mississippi
12	Bill Troup	QB	6-5	216	South Carolina
15	Mike Kirkland	QB	6-1	184	Arkansas
20	John Henderson	DB	5-11	188	Georgia
21	Frank Dark	DB	5-11	167	Virginia Union
22	Don McCauley	RB	6-1	206	North Carolina
25	Ray Oldham	DB	6-0	191	Middle Tenn.
27	Howard Stevens	RB	5-5	166	Louisville
30	Doug Nettles	CB	6-0	186	Vanderbilt
31	Nelson Munsey	CB	6-1	193	Wyoming
32	Lawrence Watkins	FB	6-2	235	Alabama State
34	Ron Lee	RB	6-4	234	West Virginia
35	Glenn Doughty	WR	6-1	201	Michigan
38	Monte Anthony	RB	6-2	206	Nebraska-Linc.
40	Bruce Laird	S	6-1	196	American Int'l
42	Lloyd Mumphord	CB	5-10	173	Texas Southern
43	Norm Thompson	CB	6-1	183	Utah
44	Lyle Blackwood	DB	6-0	190	Texas Christian
45	Mike Siani	WR	6-2	195	Villanova
47	Tim Baylor	DB	6-6	201	Morgan State
48	Roosevelt Leaks	RB	5-10	218	Texas
49	David Lee	P	6-4	223	Louisiana Tech
50	Forrest Blue	C	6-6	259	Auburn
51	Calvin O'Neal	LB	6-2	241	Michigan
52	Orrin Olsen	C	6-2	241	Brigham Young
53	Stan White	LB	6-1	224	Ohio State
54	Sanders Shiver	LB	6-2	228	Cars'n-Newman
55	Dan Dickel	LB	6-4	223	Iowa
56	Ed Simonini	LB	6-0	215	Texas A&M

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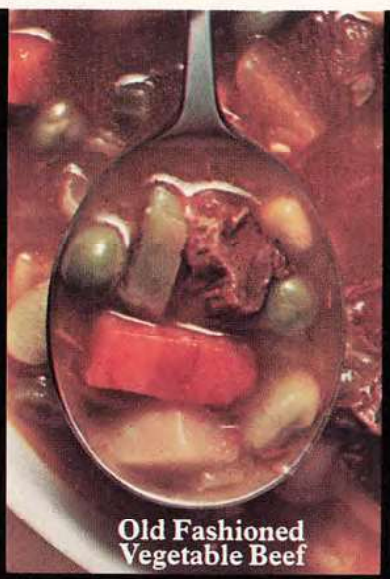
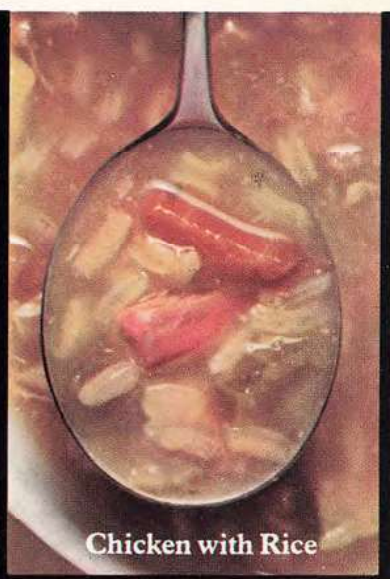
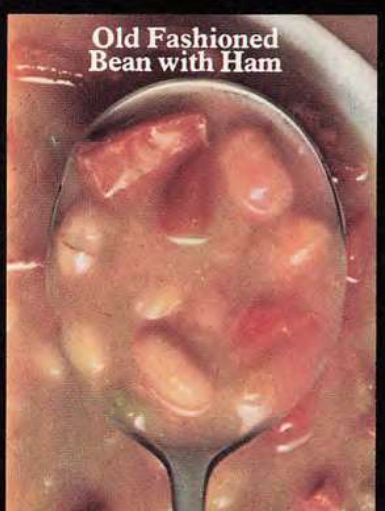
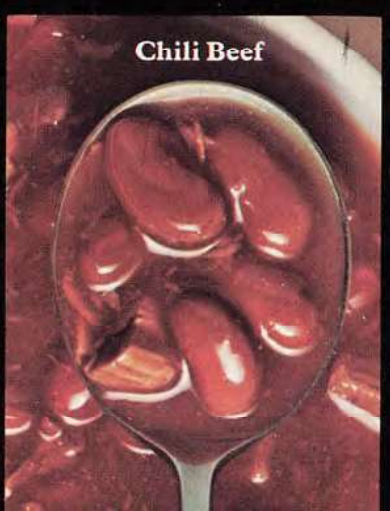
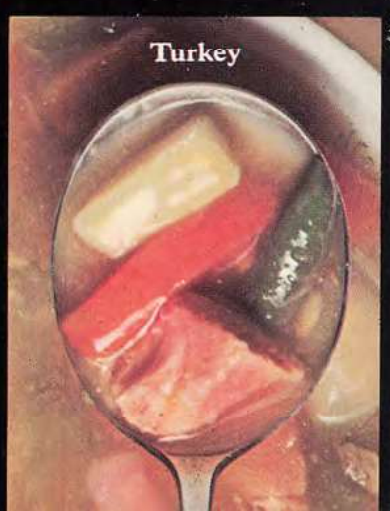




14 soups you can sink



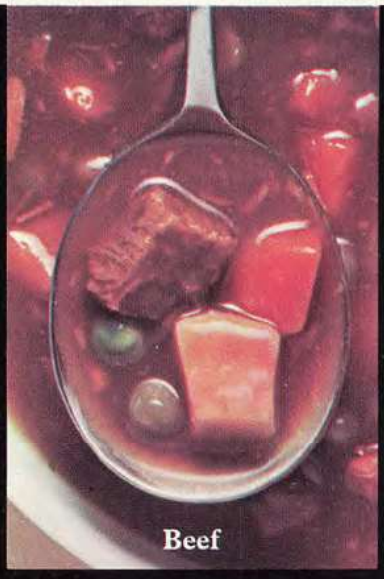


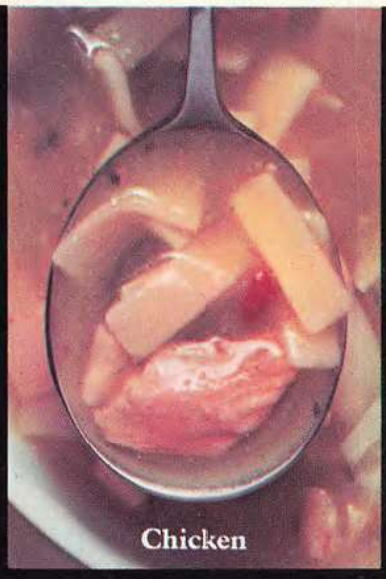


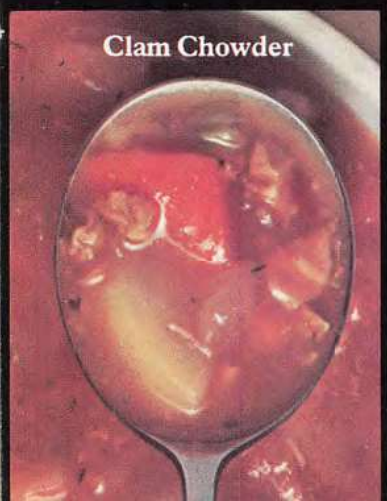
ts 1978 Roster

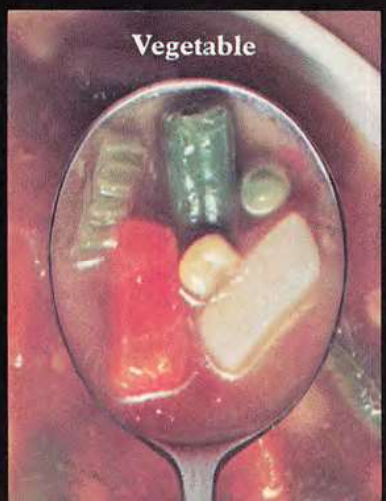
No.	Name	Pos.	Ht.	Wt.	College
57	Ken Mendenhall	C	6-3	247	Oklahoma
58	Derrel Luce	LB	6-3	224	Baylor
59	Mike Woods	LB	6-2	224	Cincinnati
60	Ron Baker	OG	6-4	247	Oklahoma State
61	Robert Pratt	OG	6-4	245	North Carolina
62	Ken Huff	OG	6-4	255	North Carolina
63	Mike Barnes	DT	6-6	254	Miami (Fla.)
64	David Taylor	OT	6-5	260	Catawba
66	David Studdard	OT	6-4	253	Texas
67	Bob Van Duyne	OG-T	6-4	245	Idaho
69	Wade Griffin	OT	6-5	245	Mississippi
71	Mike Ozdowski	DE	6-5	243	Virginia
72	Fred Cook	DE	6-3	243	So. Mississippi
73	Ron Fernandes	DE	6-5	247	E. Michigan
74	Ken Novak	DT	6-7	267	Purdue
75	George Kunz	OT	6-5	258	Notre Dame
76	Joe Ehrmann	DT	6-4	259	Syracuse
78	John Dutton	DE	6-6	264	Nebraska
79	Herb Orvis	DT	6-5	266	Colorado
80	Marshall Johnson	WR	6-1	196	Houston
81	Roger Carr	WR	6-2	201	Louisiana Tech
83	Mack Alston	TE	6-3	238	U. of Md.-East
84	Randy Burke	WR	6-2	185	Kentucky
85	Jimmie Kennedy	TE	6-3	238	Colorado State
86	Reese McCall	TE	6-6	232	Auburn
88	Ricky Thompson	WR	6-0	172	Baylor
95	Dexter Feaster	WR	6-2	181	N. Carolina A&T
99	Wayne Hammond	DT	6-5	249	Montana State

Aug. 14)





your teeth into.
All of them Chunky.


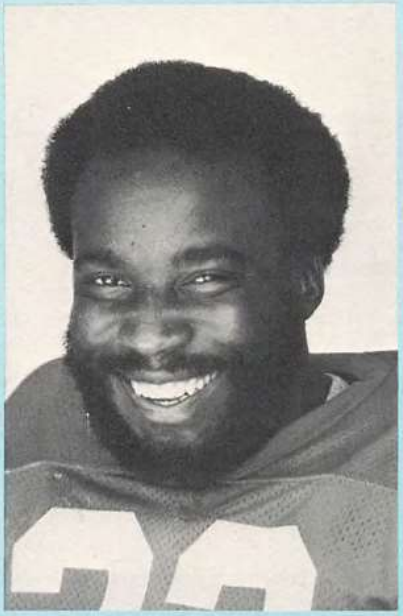


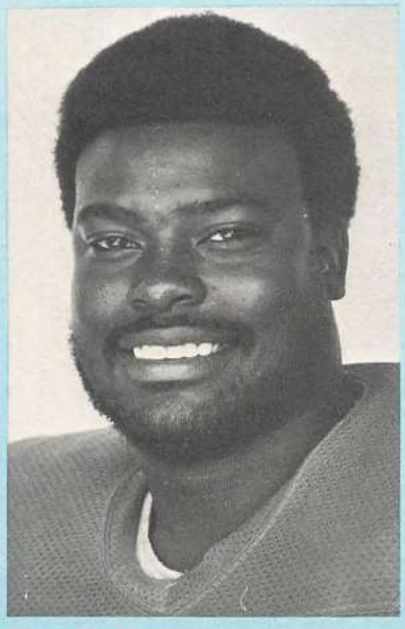
You know Chunky. It's the hearty, home-style soup with chunk after chunk of meat and potatoes and vegetables in delicious broth. But did you know there are 14 Chunkys? So now you can try something else worth sinking your teeth into.

32

Lawrence Watkins

FB _____ 6-2/235





36

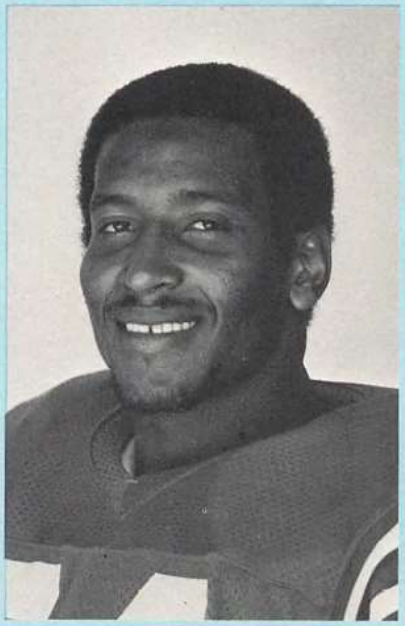
Don Hardeman

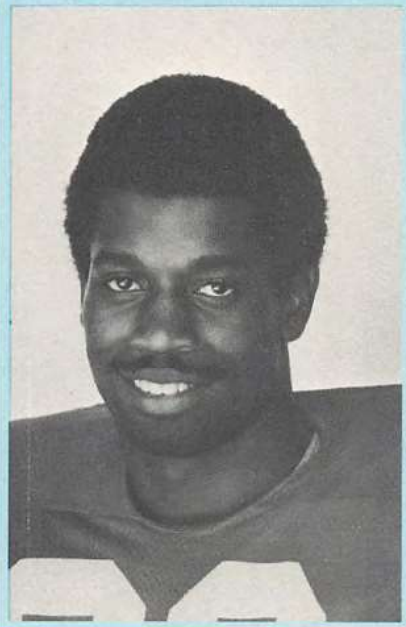
FB _____ 6-2/245

34

Ron Lee

RB _____ 6-4/234





38

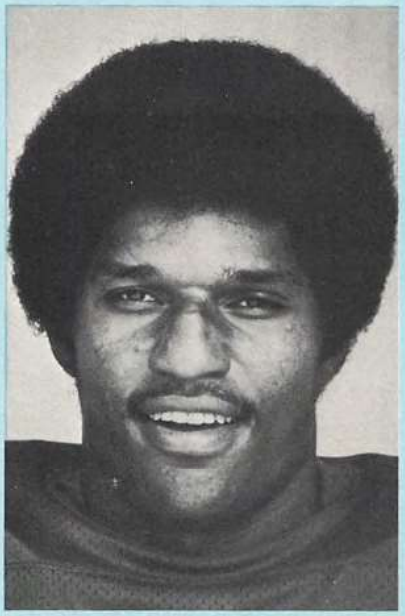
Monte Anthony

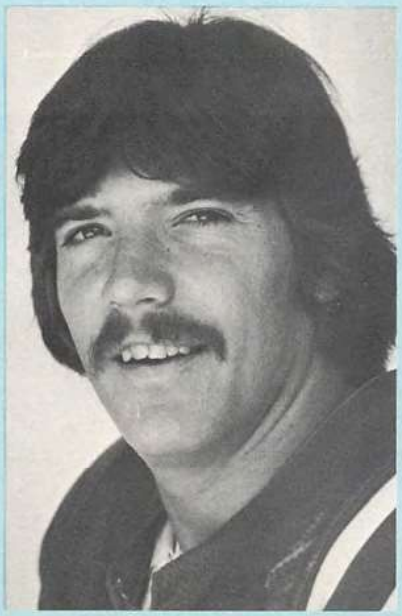
RB _____ 6-2/206

35

Glenn Doughty

WR _____ 6-1/201

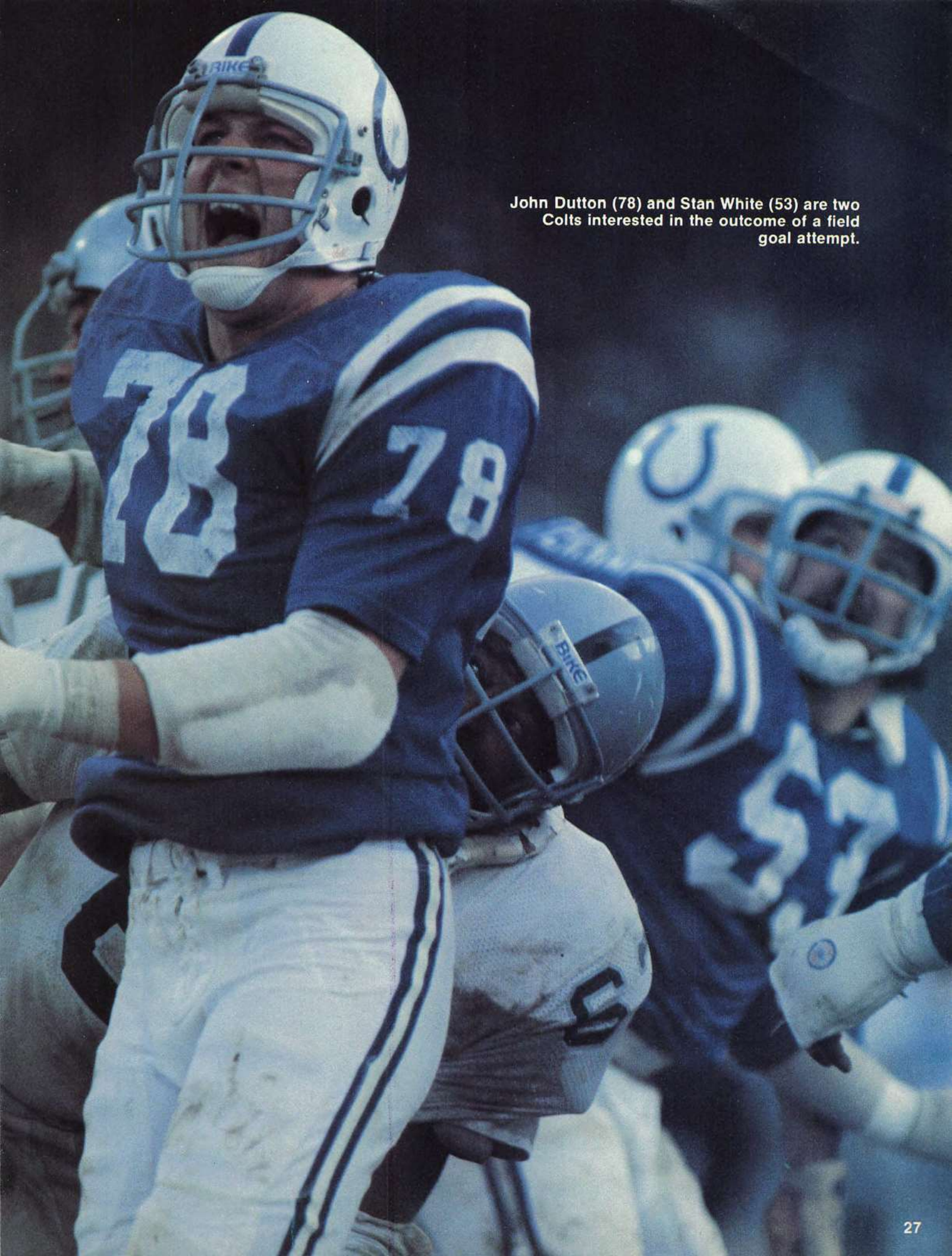




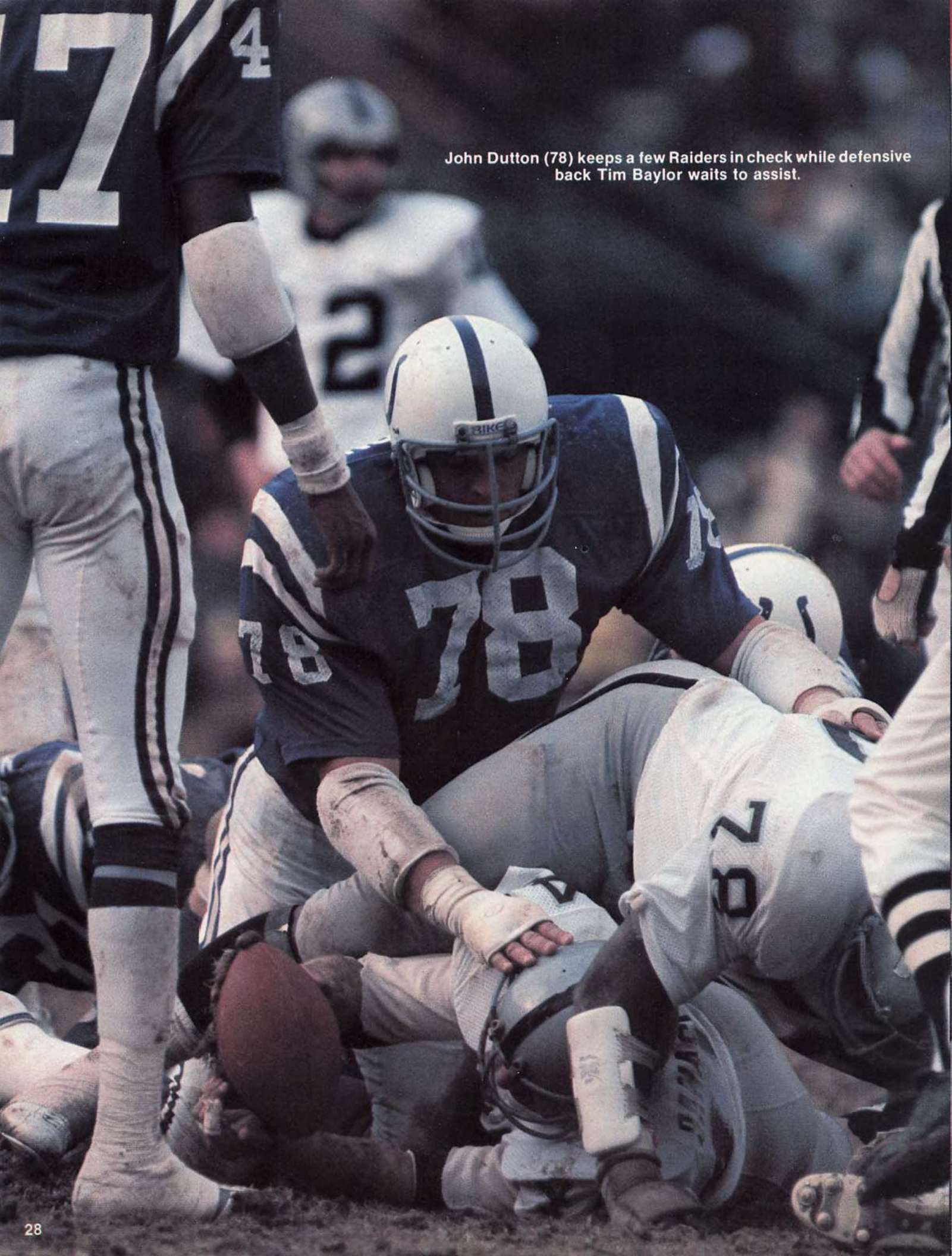
40

Bruce Laird

S _____ 6-1/196



John Dutton (78) and Stan White (53) are two Colts interested in the outcome of a field goal attempt.

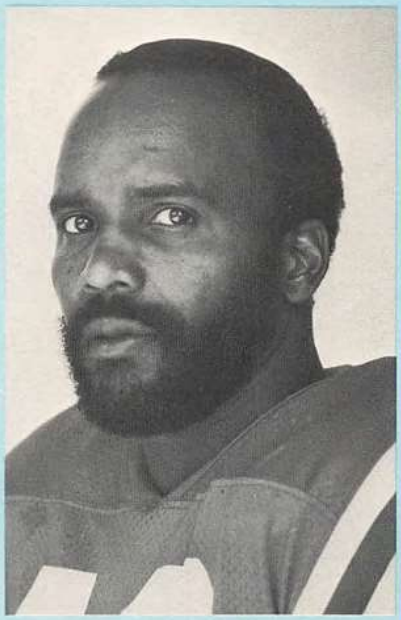


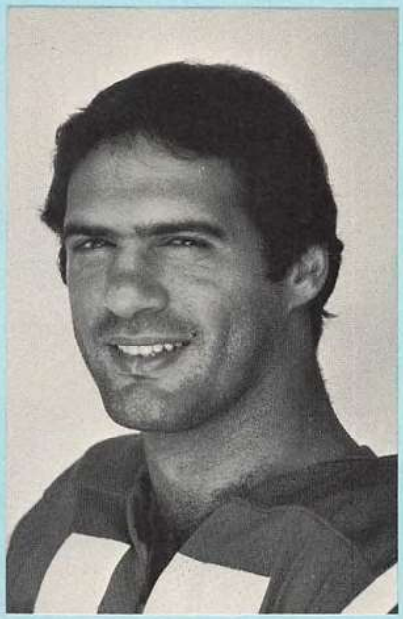
John Dutton (78) keeps a few Raiders in check while defensive back Tim Baylor waits to assist.

42

Lloyd Mumphord

CB _____ 5-10/173





45

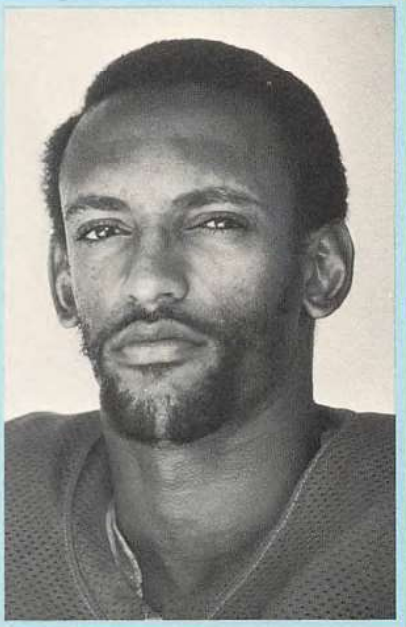
Mike Siani

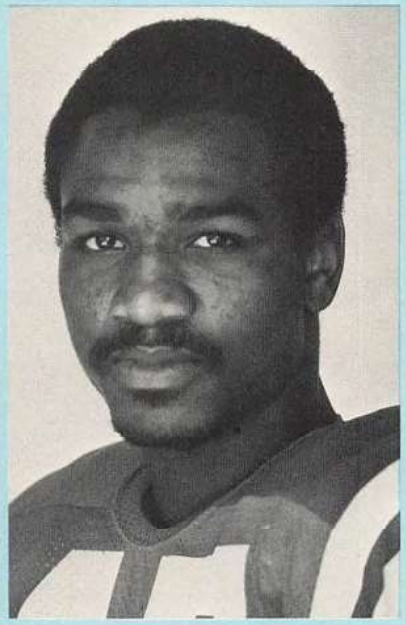
WR _____ 6-2/195

43

Norm Thompson

CB _____ 6-1/183





47

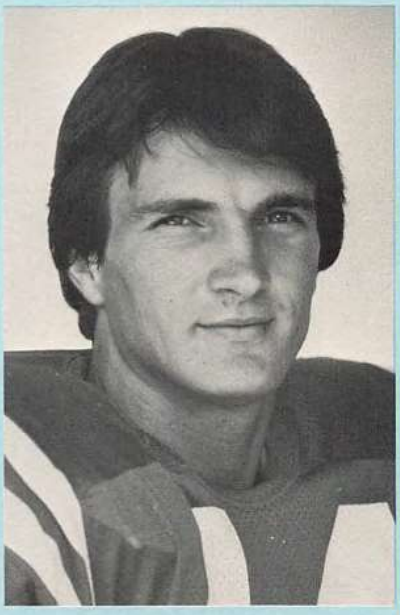
Tim Baylor

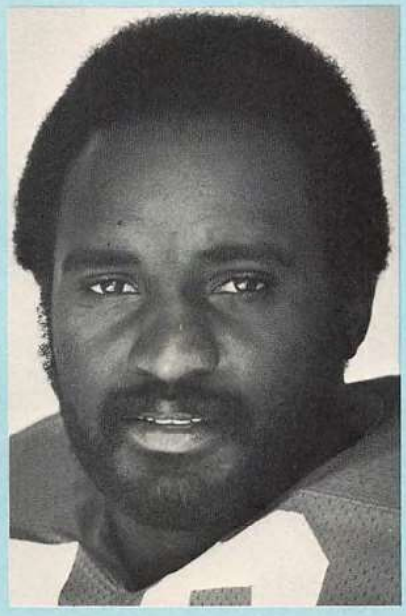
DB _____ 6-6/201

44

Lyle Blackwood

DB _____ 6-0/190





48

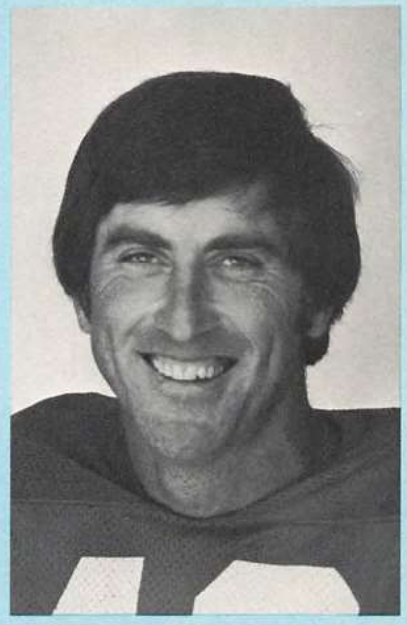
Roosevelt Leaks

RB _____ 5-10/218

49

David Lee

P _____ 6-4/223



52

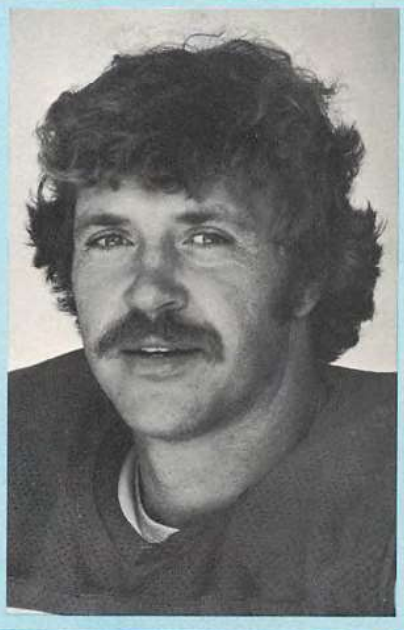
Orrin Olsen

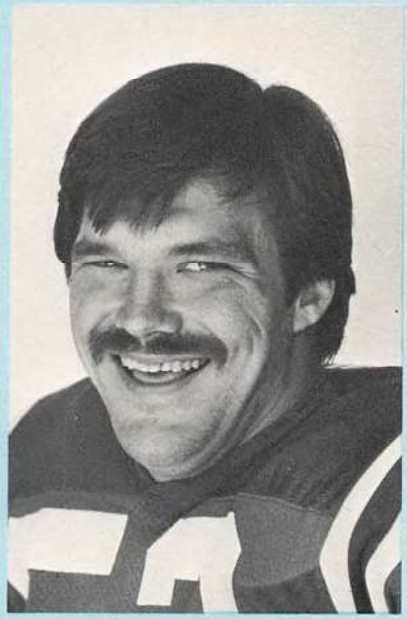
C _____ 6-2/241

50

Forrest Blue

C _____ 6-6/259





53

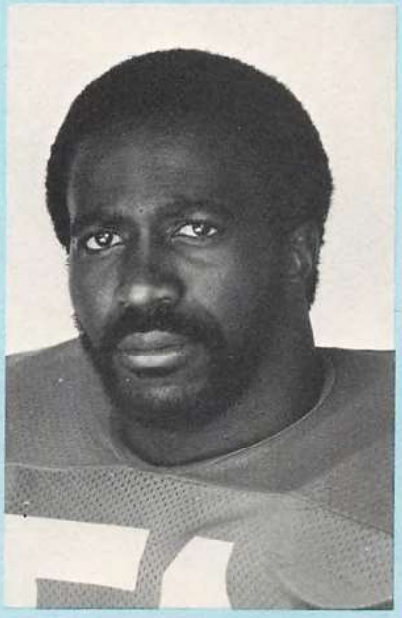
Stan White

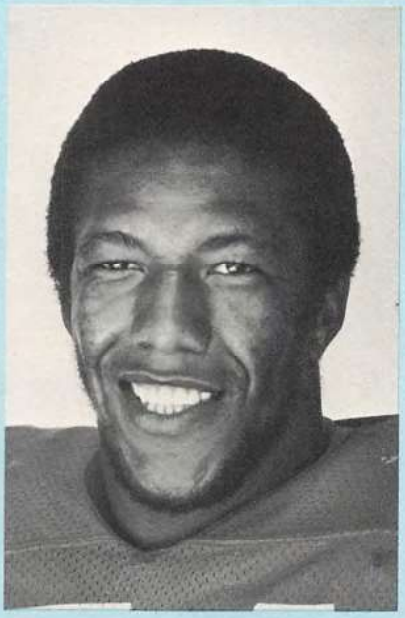
LB _____ 6-1/224

51

Calvin O'Neal

LB _____ 6-2/241

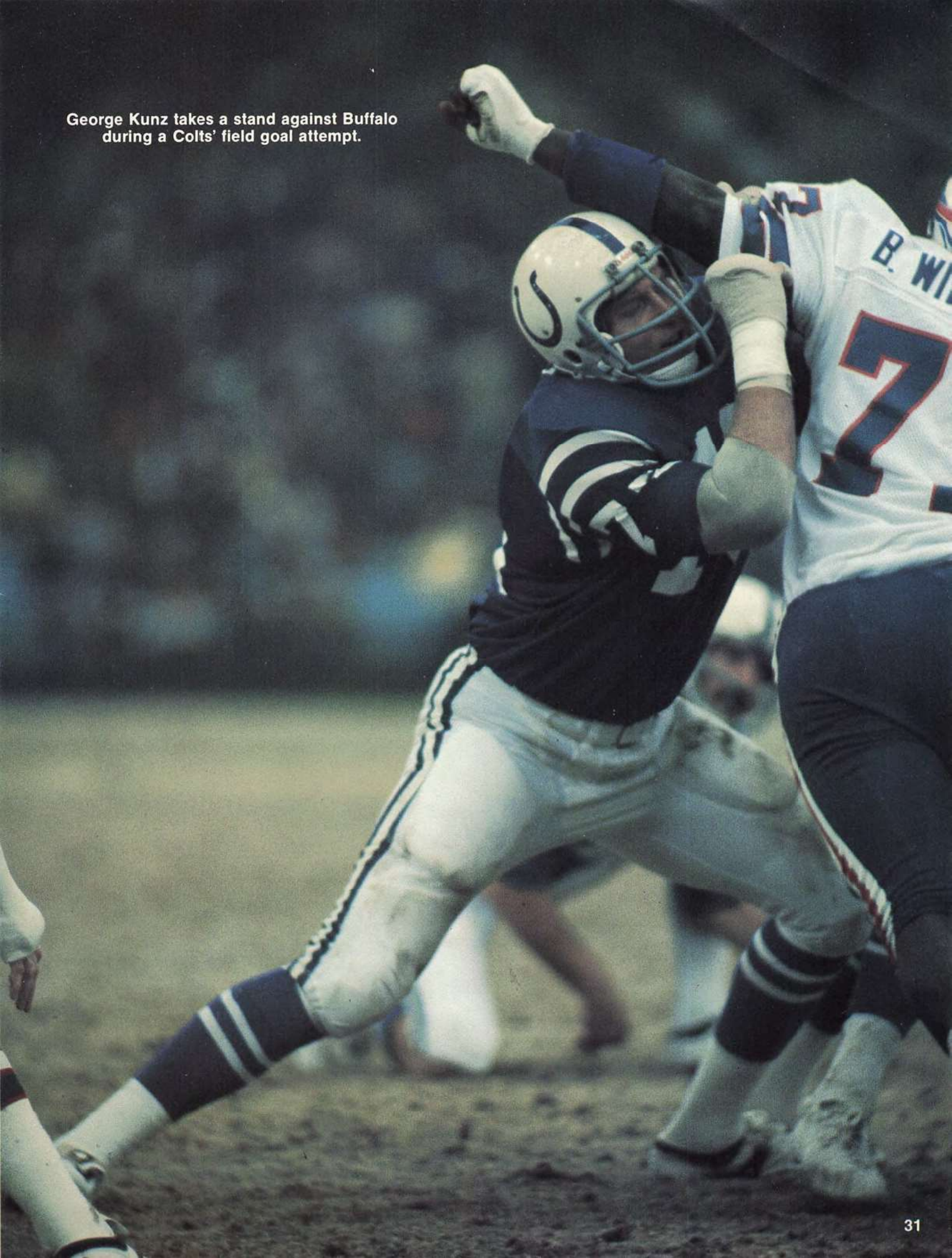




54

Sanders Shiver

LB _____ 6-2/228



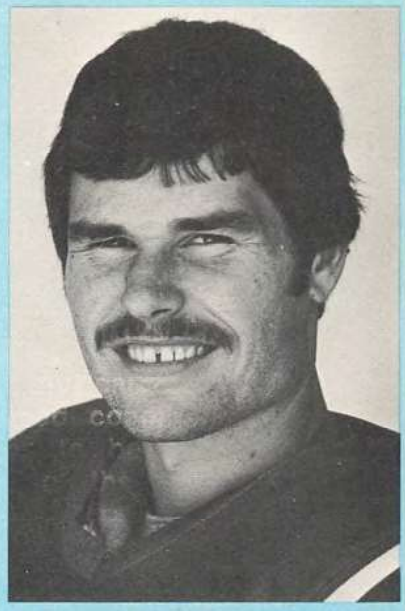
George Kunz takes a stand against Buffalo during a Colts' field goal attempt.

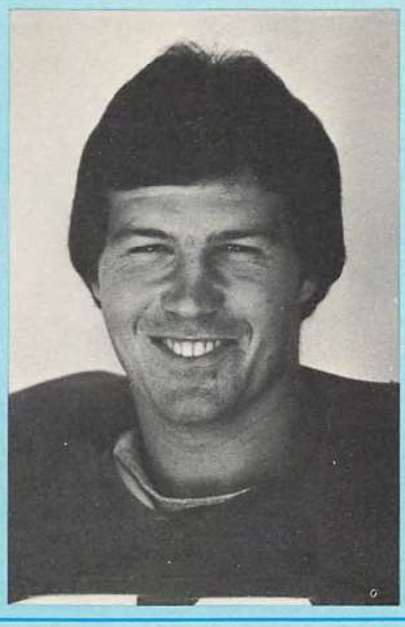
Fred Cook (72), Orrin Olsen (52) and Lawrence Watkins converge in hopes of picking up loose ball.

55

Dan Dickel

LB _____ 6-4/223





58

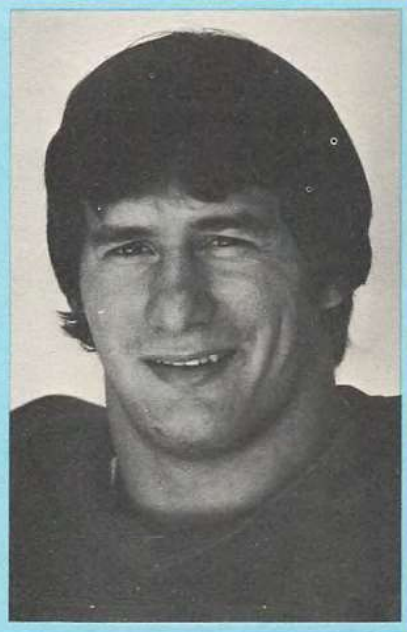
Derrel Luce

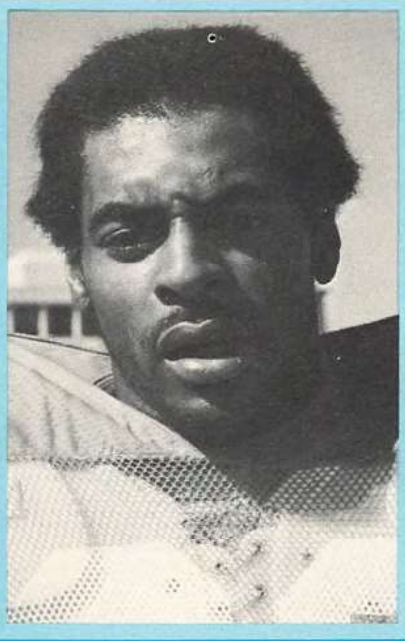
LB _____ 6-3/224

56

Ed Simonini

LB _____ 6-0/215





59

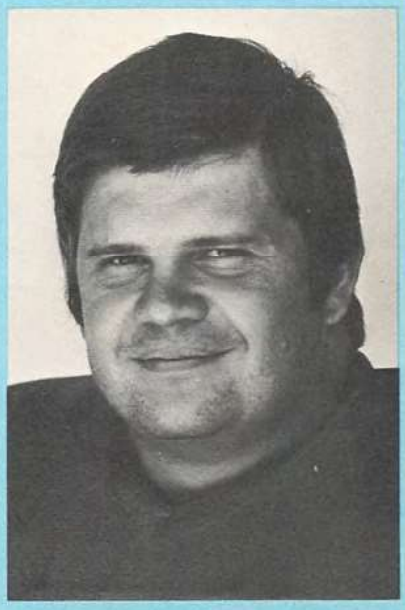
Mike Woods

LB _____ 6-2/224

57

Ken Mendenhall

C _____ 6-3/247



60

Ron Baker

G _____ 6-4/247

61

Robert Pratt

G _____ 6-4/245

64

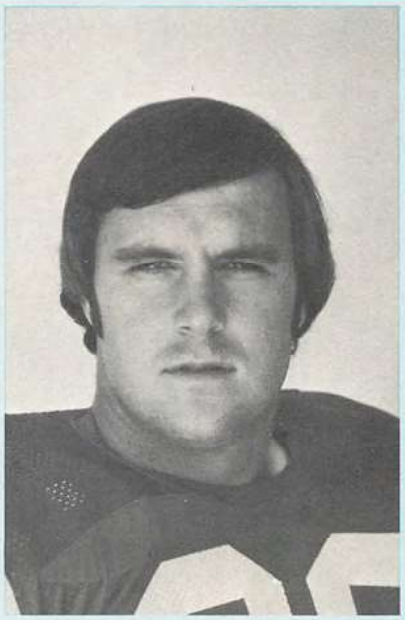
David Taylor

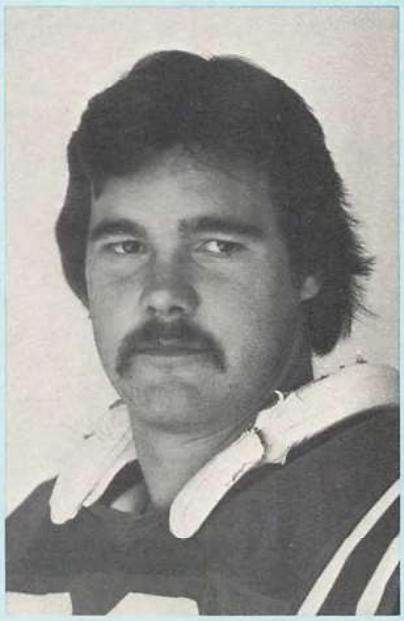
OT _____ 6-5/260

62

Ken Huff

G _____ 6-4/255





66

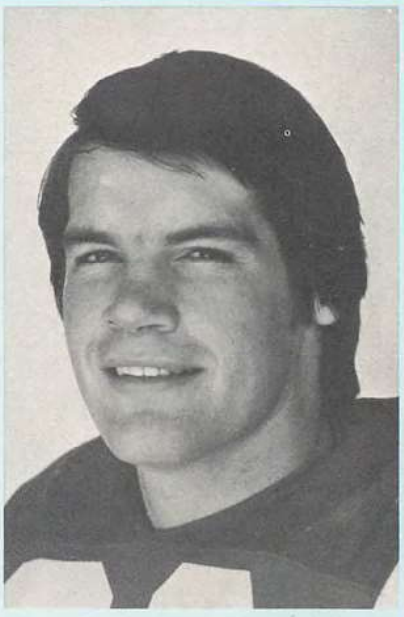
David Studdard

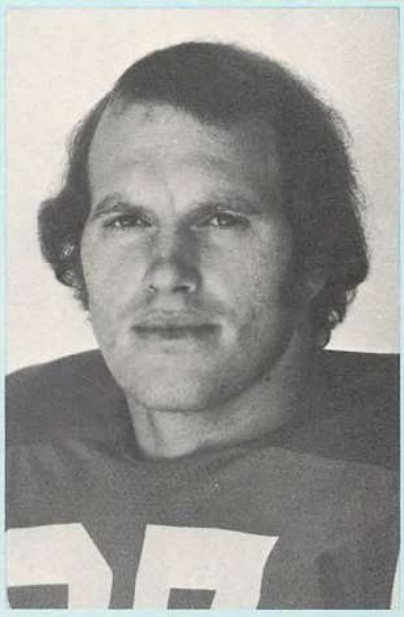
OT _____ 6-4/253

63

Mike Barnes

DT _____ 6-6/254

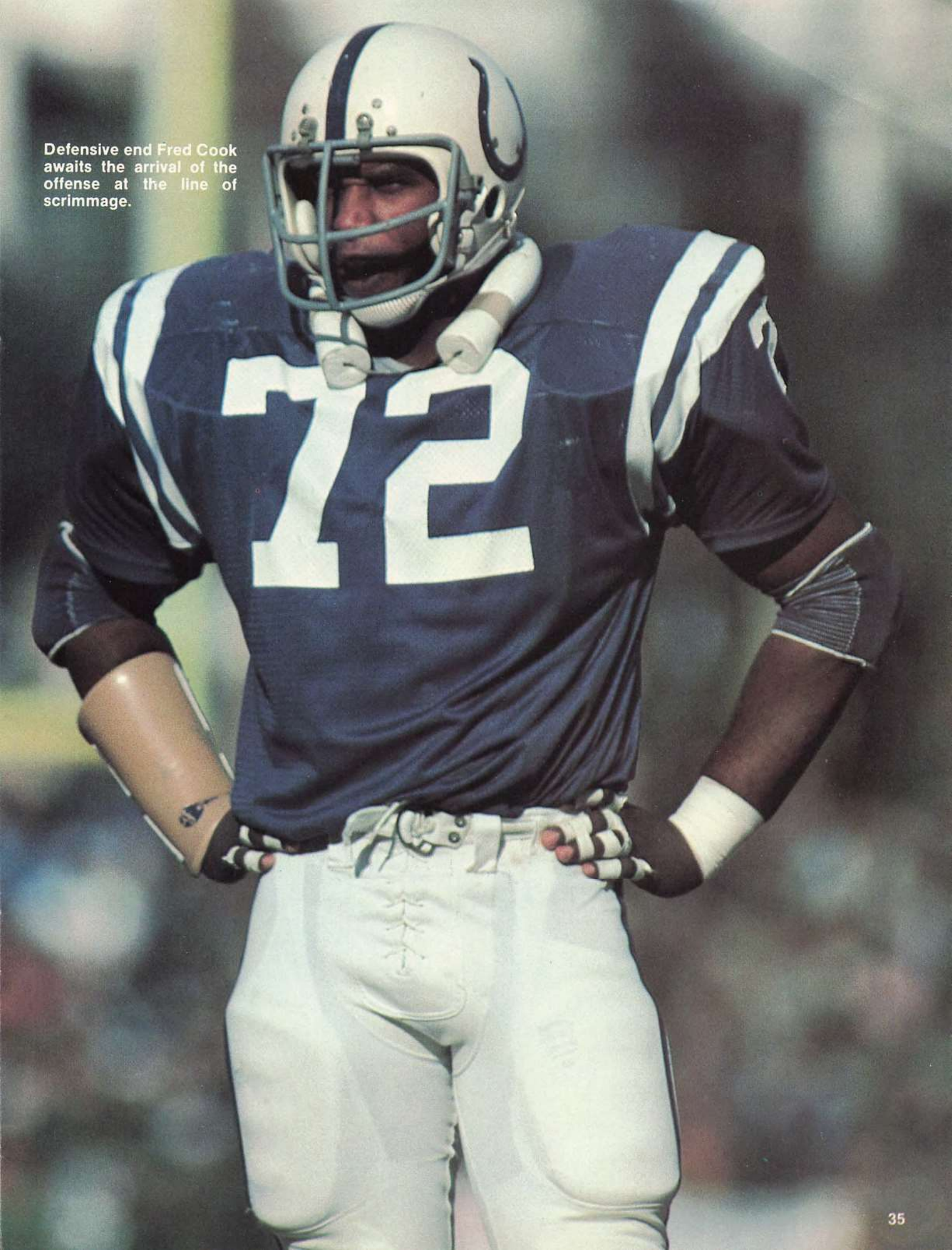




67

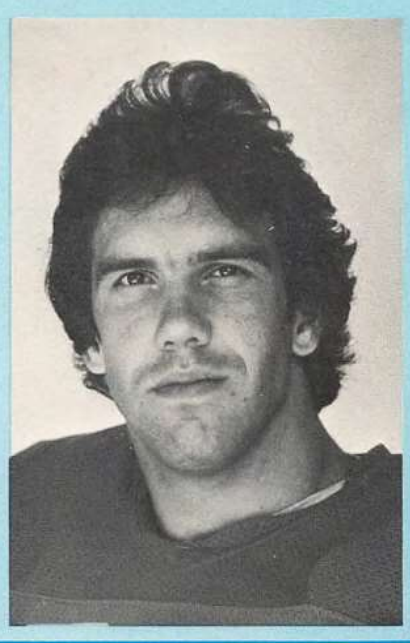
Bob Van Duyne

OG-T _____ 6-4/245



Defensive end Fred Cook awaits the arrival of the offense at the line of scrimmage.

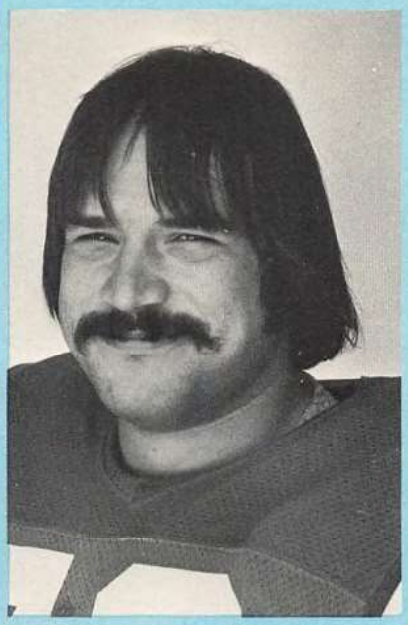
Wide receiver Roger Carr, now in his fifth NFL season, pulls down a Bert Jones pass.



69

Wade Griffin

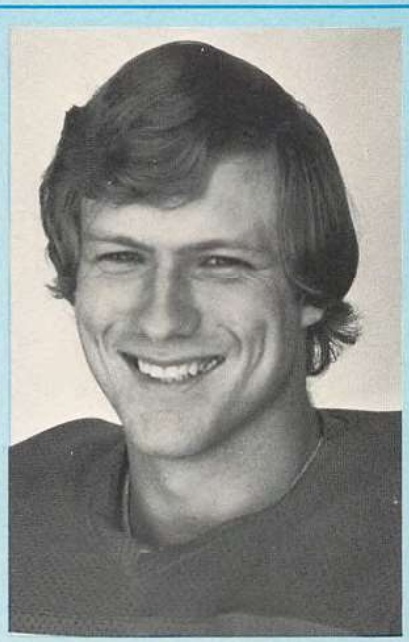
OT _____ 6-5/245



73

Ron Fernandes

DE _____ 6-5/247



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Mike Ozdowski

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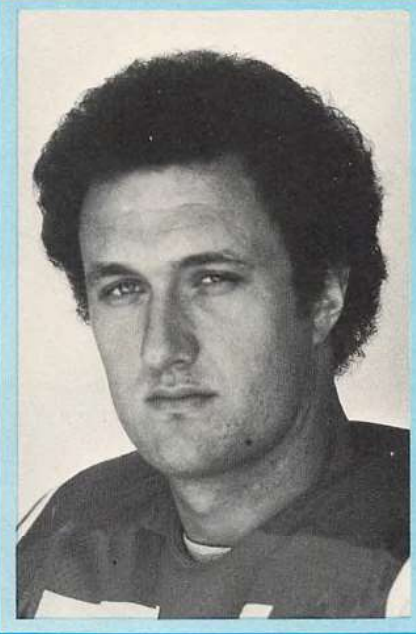
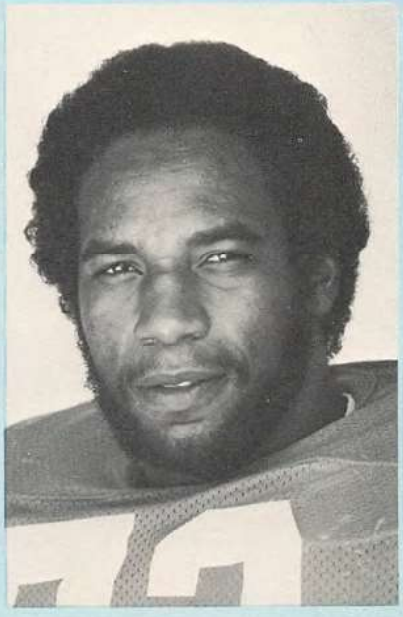


74

Ken Novak

DT _____ 6-7/267



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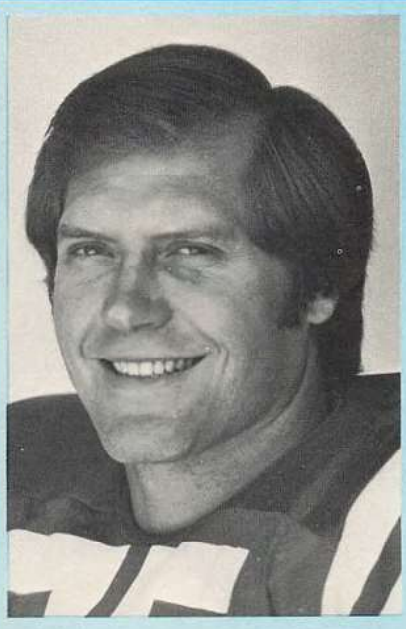
Fred Cook

DE _____ 6-3/243



75

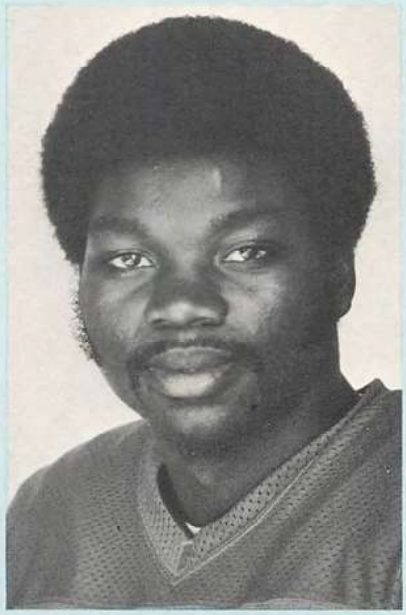
George Kunz

OT _____ 6-5/258

76

Joe Ehrmann

DT _____ 6-4/259



80

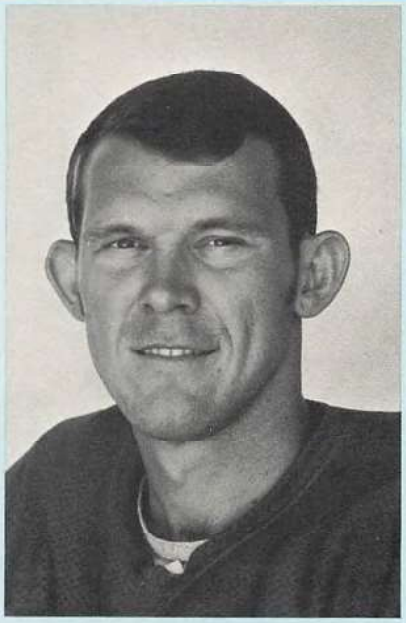
Marshall Johnson

WR _____ 6-1/196

78

John Dutton

DE _____ 6-6/264



81

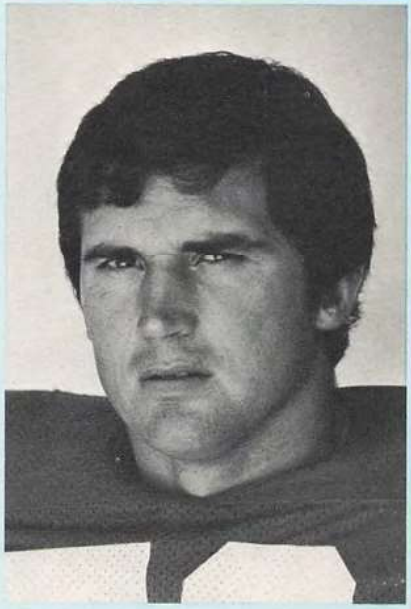
Roger Carr

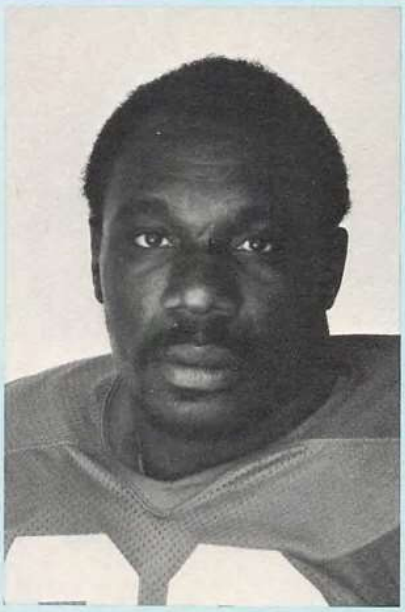
WR _____ 6-2/201

79

Herb Orvis

DT _____ 6-5/266





83

Mack Alston

TE _____ 6-3/238

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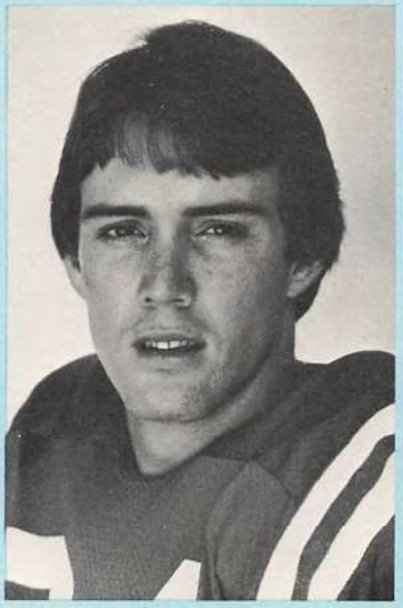
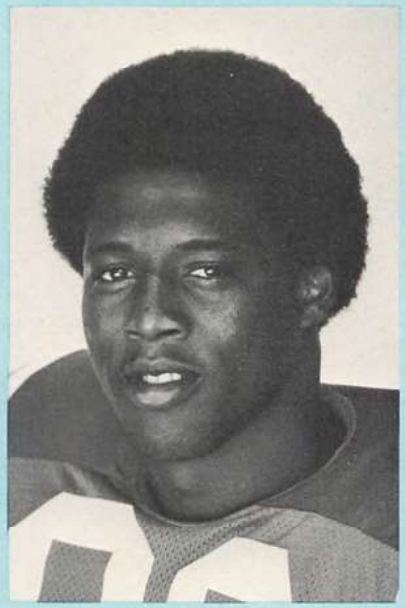
Randy Burke

WR _____ **6-2/185**





86

Reese McCall

TE _____ **6-6/232**

1977 IN REVIEW

1977 RESULTS

PRESEASON (3-3)

Date	Opponent	Site	Colts-Opp.	Att.
Aug. 8	Denver	Denver, Colo.	8-14	40,059
Aug. 14	Houston	Houston, Tex.	14-7	37,189
Aug. 19	Minnesota	Baltimore, Md.	29-7	45,529
Aug. 27	Dallas	Dallas, Tex.	21-23	54,835
Sept. 2	Detroit	Baltimore, Md.	21-10	40,695
Sept. 10	Tampa Bay	Tampa Bay, Fla.	0-14	47,032

REGULAR SEASON (10-4)
AFC EASTERN DIVISION CHAMPIONS

Sept. 18	Seattle	Seattle, Wash.	29-14	58,991
Sept. 25	New York Jets	M'dowland, N.J.	20-12	43,439
Oct. 2	Buffalo	Baltimore, Md.	17-14	49,247
Oct. 9	Miami	Baltimore, Md.	45-28	57,829
Oct. 16	Kansas City	Kansas City, Mo.	17-6	63,076
Oct. 23	New England	Foxboro, Mass.	3-17	60,958
Oct. 30	Pittsburgh	Baltimore, Md.	31-21	60,255
Nov. 7	Washington	Baltimore, Md.	10-3	57,740
Nov. 13	Buffalo	Buffalo, N.Y.	31-13	39,444
Nov. 20	New York Jets	Baltimore, Md.	33-12	50,957
Nov. 27	Denver	Denver, Colo.	13-27	74,939
Dec. 5	Miami	Miami, Fla.	6-17	68,977
Dec. 11	Detroit	Baltimore, Md.	10-13	45,124
Dec. 18	New England	Baltimore, Md.	30-24	42,250

AFC DIVISIONAL PLAYOFF

Dec. 24	Oakland	Baltimore, Md.	31-37 (2 OT)	60,763

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(Continued from page 14)

The record book says that no head coach has started as successfully as Marchibroda--31 victories and three division titles in his first three years--but the record book doesn't tell it all.

Marchibroda's life hasn't been an easy one since he became head coach in January, 1975. Even in the summertime, when optimism is the keynote and a coach's only worry should be sweating his players into shape, Marchibroda has had his troubles.

Troubles? Only on the good days. The rest of the time, he has had to cope with catastrophes.

The summer of '75, Marchibroda's first as the Colts' head coach after waiting many long years for an opportunity to rise above the rank of assistant coach, was punctuated by a walkout by tight end Raymond Chester.

The veteran Chester, one of the appointed team leaders, was incensed that Marchibroda had released his buddy, Ollie Smith, and stayed out of camp for two days, fuming that he couldn't work for a guy like Marchibroda. It was a less-than-ideal way for a guy to start his coaching career.

The 1976 training camp was the one that featured the Big Explosion, climaxing a long, silent feud between Marchibroda and general manager Joe Thomas. Marchibroda resigned, the players rallied behind him, Marchibroda returned, and a few months later Thomas was fired.

But the Colts didn't live happily ever after.

Marchibroda's third training camp will be remembered as the Year of the Holdout, when a pair of All-Pros, Roger Carr and John Dutton, went AWOL to protest management's refusal to give them the contracts they wanted. Both eventually returned, but neither managed to have the kind of season he'd had previously.

"Someday, I'd like to have a training camp where the thing foremost on everybody's mind is just getting ready for the season," says Marchibroda. "But I'm confident that will never happen. Maybe that's too much for me to ask for.

"I don't remember when I first made that statement about being tired of drawing to inside straights, but I learned it the hard way--by playing poker and trying to win by drawing that way. And my career as head coach seems to be more of the same, but I can guarantee you it's not by choice."

Marchibroda may be winning the hard way, but at least he's winning. There were 10 victories his rookie season, including a nine-game win streak after a 1-4 start.

The Colts won 11 games his second year and 10 the third, winning the AFC Eastern Division title each time but losing in the first round of the playoffs.

Marchibroda was an obscure assistant on George Allen's Washington staff before coming to Baltimore, and the reputation that preceded him was that he was a nice guy, a quiet fellow.

But was he tough enough to survive?

In retrospect, that question seems foolish.

He survived a rocky start his first year, a monumental battle with the general manager his second year, and a threatened team split his third year when the receiver corps openly criticized the style of offense Marchibroda and quarterback Bert Jones were running.

"I don't believe you have to talk tough to be tough," says Marchibroda. "Being tough means doing what you feel has to be done."

Marchibroda certainly qualifies under that definition.

He demonstrated how he'd handle "problem" players when he sent Chester packing, and earlier when he benched Mike Curtis. Chester and Curtis had reputations as being among the toughest of the Colt players, but Marchibroda dealt with both in his own way.

He has also needed a tough hide to handle the criticism that has come his way from fans and some of the media, who rap him for being too conservative in his style of offense.

"I don't care what they say," he says. "I know more about this football team than they do, and I know what it's capable of and what it can't do. People can say what they want, but I'll continue to do things my way."

So far, his way has been remarkably successful, and the primary reason for that isn't that Ted Marchibroda is smarter than the other coaches in the league or that he's equipped with better players than anybody else. His key to success is that he knows how to get players to produce to the maximum of their potential.

He's well liked by most of his players and respected by all of them. He took over a young team with undeveloped talent, an outfit that had lost 12 of 14 games the year before his arrival, and taught them to win. Even in that first year, when the Colts lost four of their first five games and seemed headed for another dreadful season, he held them together and showed them how to win.

He has been well rewarded for his remarkable three-year record. Last spring he signed a five-year contract worth $150,000 per year, plus assurance that he'll always continue to have full control over the club's personnel, standing as the final authority on all trades.

But something will go wrong. Something will happen to present him with problems. But that's the way things go for a guy who travels through life having to draw to inside straights.

In Marchibroda's case, though, those straights are always filled.

'We do what we have to do...Because we don't have the most talented people, we have to work within the parameters.'

—Bert Jones

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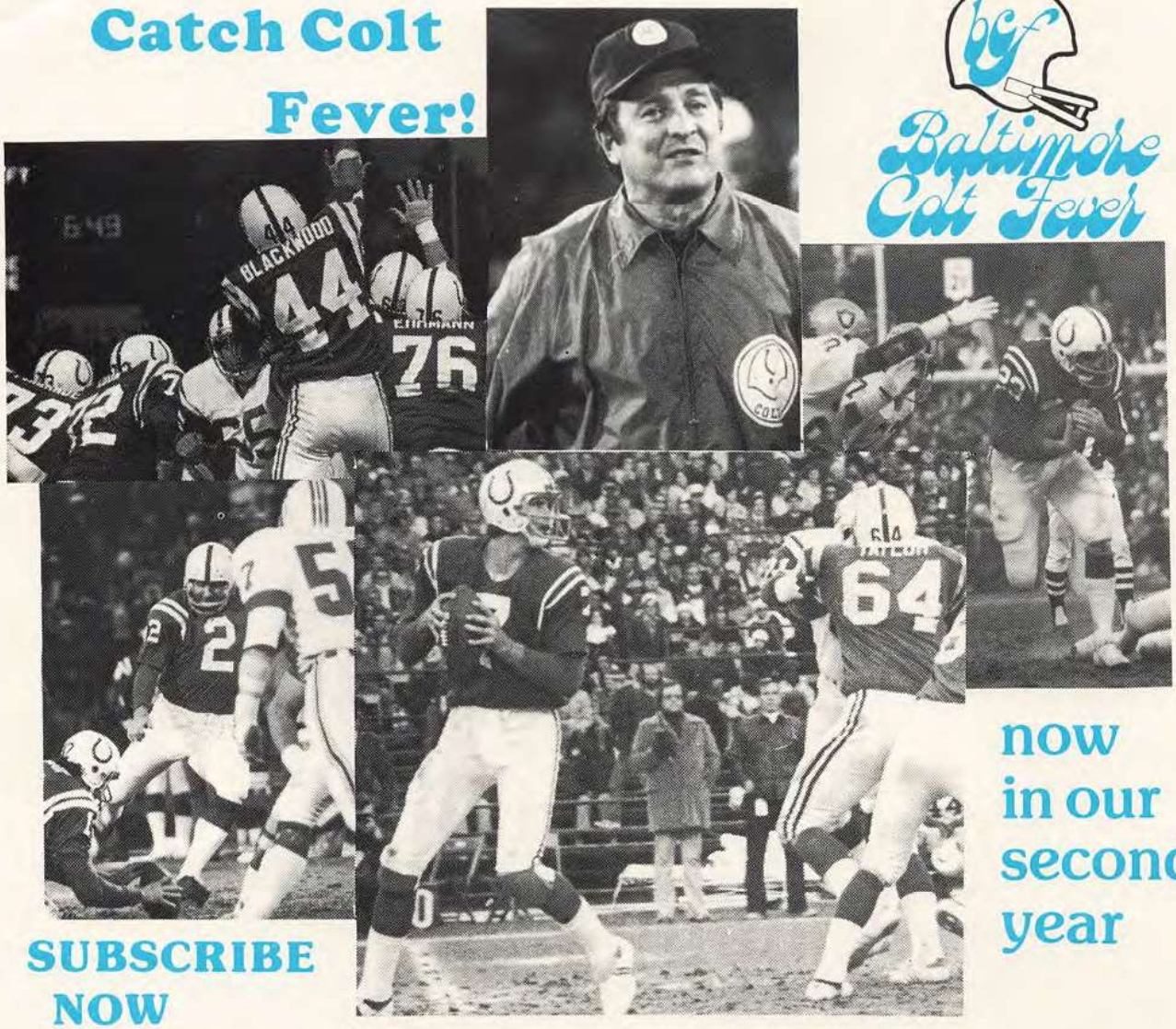

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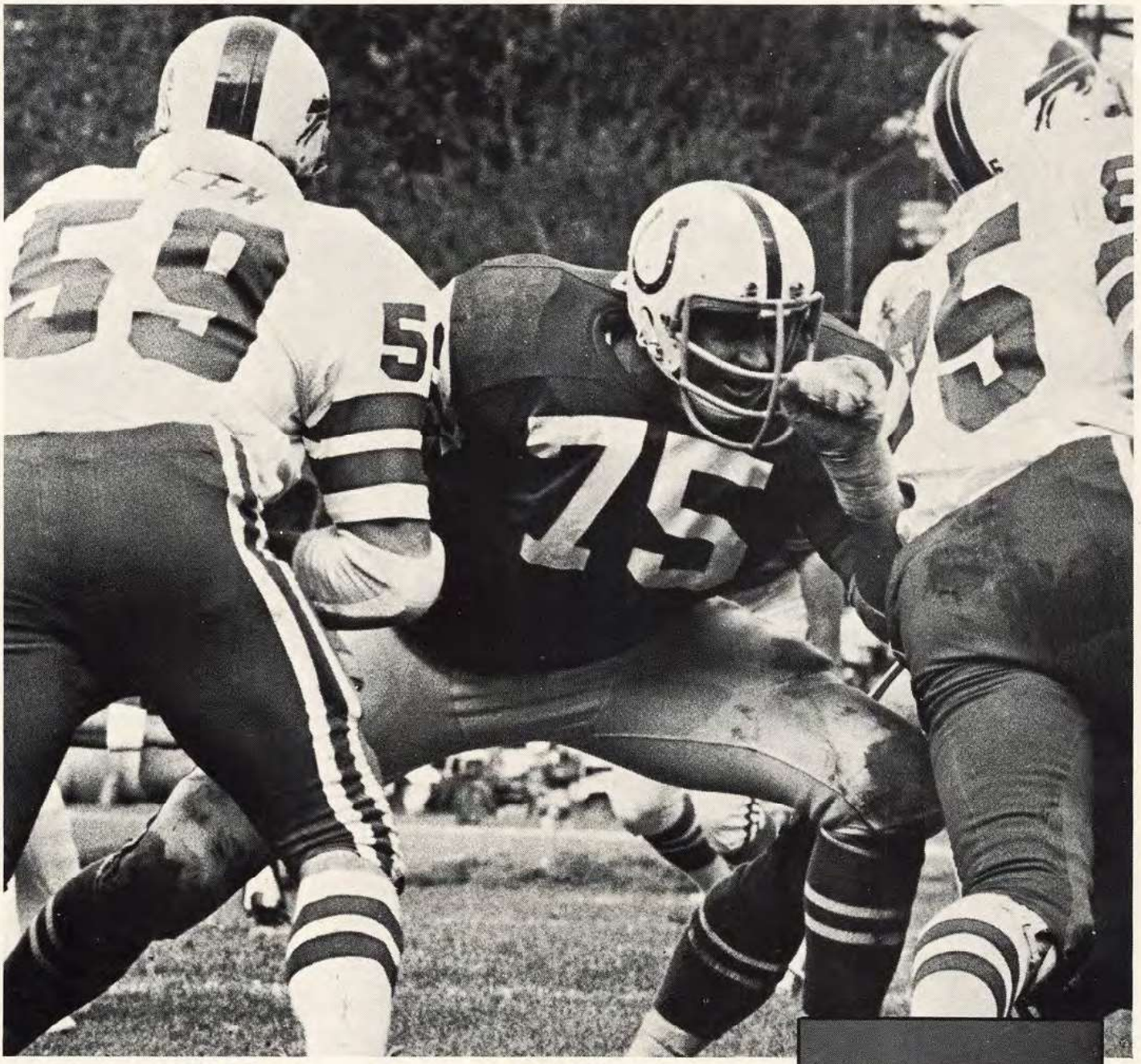

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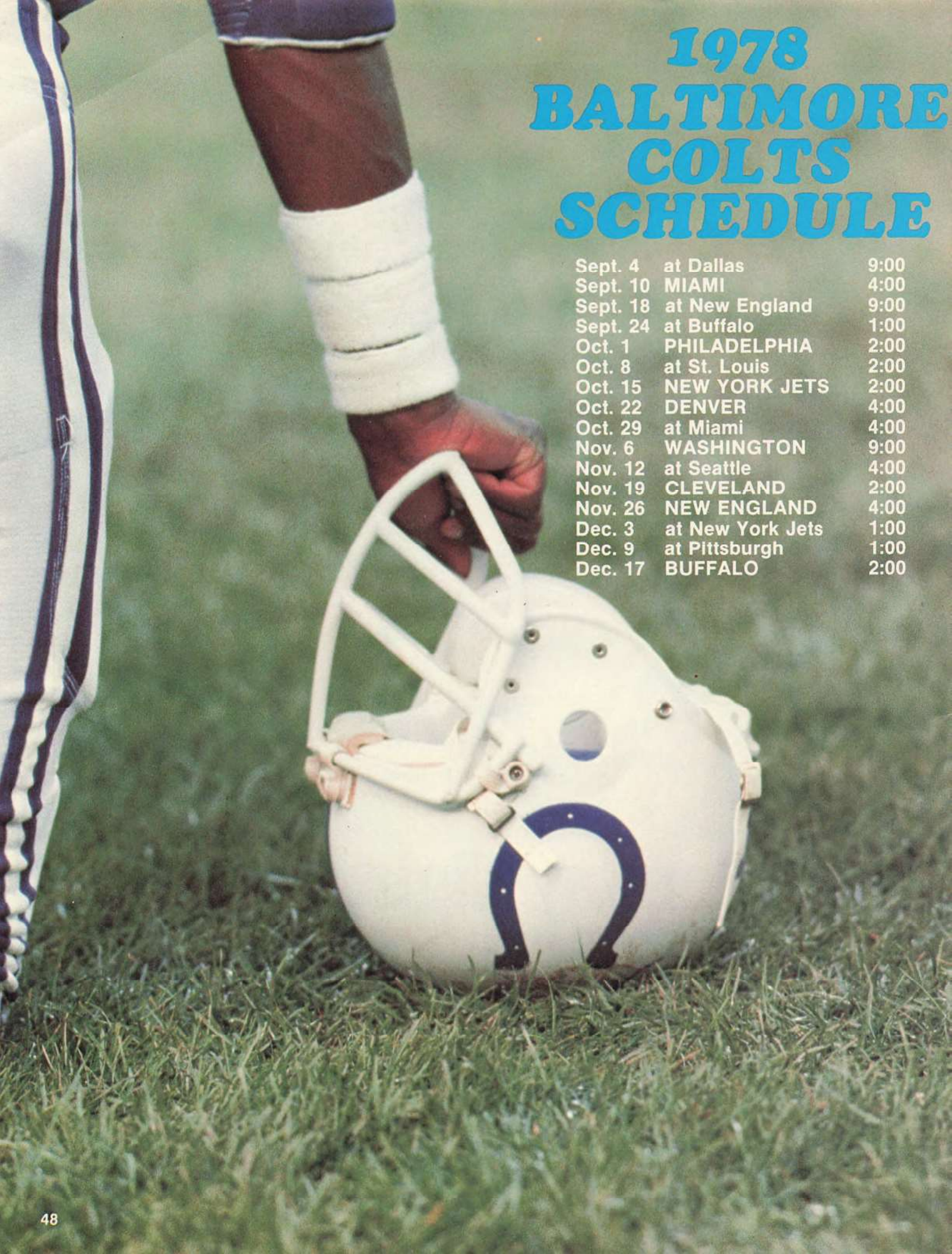

1978 BALTIMORE COLTS SCHEDULE

Sept. 4	at Dallas	9:00
Sept. 10	MIAMI	4:00
Sept. 18	at New England	9:00
Sept. 24	at Buffalo	1:00
Oct. 1	PHILADELPHIA	2:00
Oct. 8	at St. Louis	2:00
Oct. 15	NEW YORK JETS	2:00
Oct. 22	DENVER	4:00
Oct. 29	at Miami	4:00
Nov. 6	WASHINGTON	9:00
Nov. 12	at Seattle	4:00
Nov. 19	CLEVELAND	2:00
Nov. 26	NEW ENGLAND	4:00
Dec. 3	at New York Jets	1:00
Dec. 9	at Pittsburgh	1:00
Dec. 17	BUFFALO	2:00

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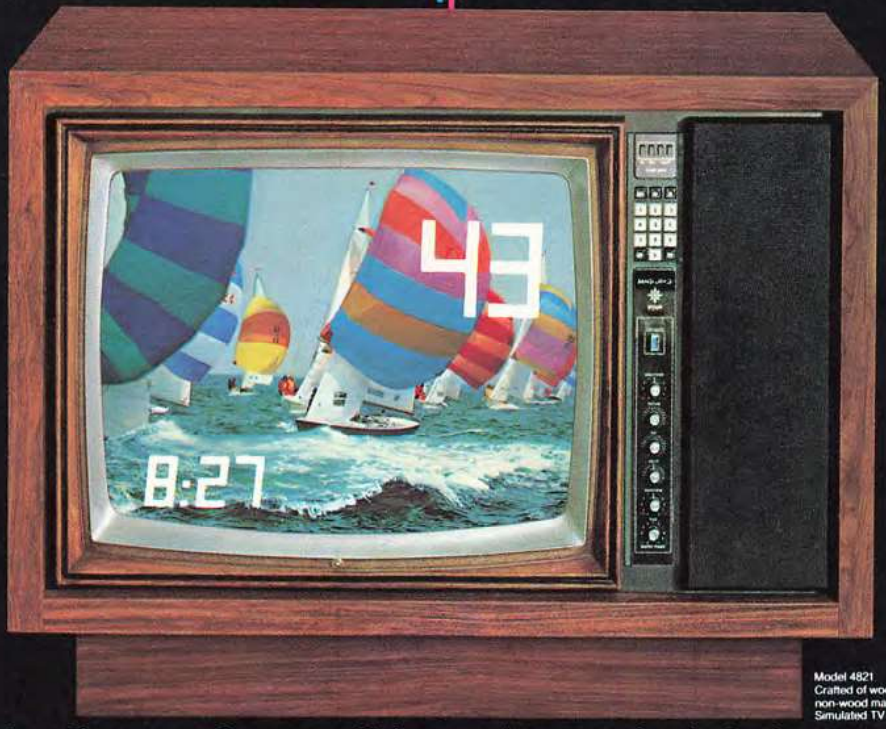

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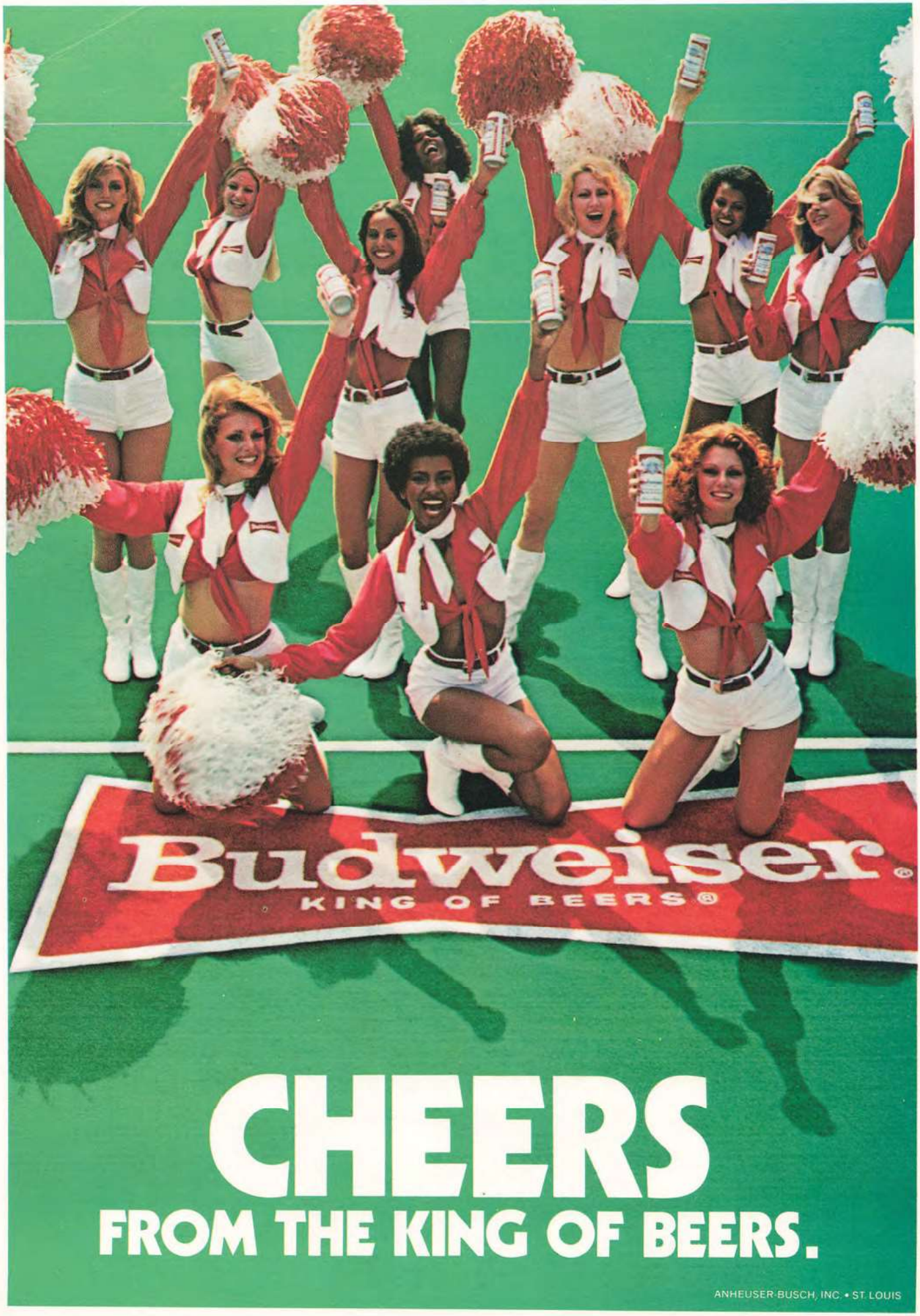
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